

**2010 MANPOWER SURVEY REPORT**

**MASS COMMUNICATION INDUSTRY**

大眾傳播業

**2010 年人力調查報告**

**MASS COMMUNICATIONS  
TRAINING BOARD**

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

大眾傳播業訓練委員會

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# **Executive Summary of the Report on the 2010 Manpower Survey of the Mass Communication Industry**

## **1.        *Introduction***

The Mass Communications Training Board of the Vocational Training Council (VTC) conducted its biennial manpower survey in January / February 2010. The survey covered about 1 050 companies in the journalism sector and the advertising and public relations sector. The effective response rate was 92.7%.

## **2.        *Current Manpower Status***

### **2.1        *Total Number of Persons Engaged***

The labour market in the MC industry, having improved considerably in December 2005 (28.5% growth over December 2003), stabilised in February 2010 with total MC employment rose to 32 243 MC employees, representing an increase of 14.9% over February 2008 (28 058 MC employees) and 64.4% over December 2001 (19 617 MC employees). However, owing to a slight increase in the total labour force, the percentage share of MC employees in the labour force remained stable at about 0.8% between February 2008 and February 2010.

### **2.2        *MC Employees in the Journalism Sector and the Advertising and Public Relations Sector***

The survey revealed that in February 2010, 9 905 (30.7%) MC employees were engaged in the principal jobs of the journalism sector and 22 338 (69.3%) MC employees in the advertising and public relations sector (including advertising sales / PR / marketing department in media organizations).

### **2.3        *Freelancers Employed***

At the time of the survey, 116 companies in the journalism sector (including advertising sales / PR / marketing department in media organizations) (or 25.2% of the existing 460 companies covered by the survey in that sector) and 651 companies in the advertising and public relations sector (or 14.0% of the existing 4 646 companies covered by the survey in that sector) had employed freelancers to perform various MC job duties. In terms of company size, companies employing fewer than 10 employees in the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers. Most of these freelancers in the MC industry are employed as reporter, designer, graphic artist, account executive, translator and copy writer.

### **3. *Staff Turnover, Number of Vacancies and Manpower Changes***

#### **3.1 Leaving MC Employees**

Employers reported that 3 920 MC employees (or 12.0% of the existing 32 767 MC posts) in the journalism and advertising & public relations sectors had changed employment in the past 12 months. News department in radio / TV stations recorded the highest turnover rate (17.4%), followed by the newspapers (16.8%). In terms of job level, the highest turnover rate was among the support / technical staff (16.1% in the journalism sector and 17.6% in the advertising and public relations sector).

#### **3.2 Recruitment Numbers**

The survey revealed that 3 172 MC employees (or 9.7% of the existing 32 767 MC posts) were recruited in 2009/10, including 2 431 (7.4%) experienced employees recruited in the MC industry and 741 (2.3%) non-experienced employees (including fresh graduates). In term of job level, managerial level recruited 214 MC employees, supervisory level 366, editorial / production / executional level 2 106, and support / technical level 486.

#### **3.3 Internal Promotion**

The survey also revealed that 305 MC employees (or 0.9% of the existing 32 767 MC posts) were promoted from within the companies in respect of new or existing posts during the past 12 months. In term of job level, 35 positions (1.1% of number of MC posts at the job level) in managerial, 132 (2.0%) in supervisory, 136 (0.7%) in editorial / production / executional, and 2 (0.1%) in supporting / technical are filled by internal promotion.

#### **3.4 Vacancies**

At the time of the survey, employers reported 113 job vacancies (or 1.1% of the existing 10 018 MC posts) in the journalism sector, and 411 job vacancies (or 1.8% of the existing 22 749 MC posts) in the advertising and public relations sector. In terms of job title, the high vacancies were observed in the Senior Layout Editor / Layout Editor, Senior Reporter / Reporter, and Production Assistant / Technician in the journalism sector, and the Account Executive / PR Specialist / PR Officer / Press Officer, Advertising Sales Assistant / Executive / Account Executive, and Graphic Artist in the advertising and public relations sector.

#### **3.5 Local MC Employees Working Major for the Website**

At the time of the survey, 514 companies (or 10.1% of the responded 5 106 companies of the survey) had deployed / recruited local MC employees to work major for the website. Among those companies, over half of them have used graphics, photo slides and video clips as the major components of their websites. Among all the 1 419 MC employees deployed / recruited to work major for the website, 112 MC employees in the journalism sector and 558 in the advertising and public relations sector have to take up other tasks / duties at the same time.

#### **3.6 Local MC Employees Working in the Mainland**

At the time of the survey, 147 companies (or 2.9% of the responded 5 106 companies of the survey) had deployed / recruited local MC employees to work in the Mainland. As regards the percentage of companies having deployed local MC employees to work in the Mainland by branch, the digital / new media recorded the highest percentage (17.0%), followed by the news department in radio / TV stations (13.3%) and the advertising companies, agencies and other advertising services (3.0%).

## **4. *Employers' Requirements / Expectations of Employees' Competencies***

### **4.1 Education Requirement**

It is observed that employers generally preferred their MC employees (78.6%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications). Within which, 49.0% of MC employees were preferred to have bachelor degree or above qualifications, and 29.6% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2010. It is considered that the MC industry is one of the knowledge-intensive sectors requiring more highly educated manpower.

### **4.2 Skills and Knowledge Requirements**

It is also observed that the top essential skill / knowledge in the journalism sector and the advertising and public relations sector are “Innovative media technology products” and “Putonghua” respectively. The emergence of various types of management and media technology skills within the top eight has reflected the situation that companies are more aware of the establishment of the above skills / knowledge to enhance their competitiveness in the globally connected world.

## **5. *Manpower Training and Development Plan***

### **5.1 Training Needs of Existing MC Employees**

The survey revealed that employers would plan to provide / sponsor training in respect of skills and knowledge to 4 652 MC employees (in terms of man-times) in the next 12 months. MC manpower training (ranked in descending order of popularity) to be provided / sponsored by employer in the next 12 months by type of skills / knowledge include industry specific skills (advertising and public relations sector), innovative media technology (advertising and public relations sector), language skills, management skills, and China-related knowledge.

## **6. *Manpower Growth and Forecast***

### **6.1 Employers' Forecast of MC Manpower Demand by February 2011**

Employers forecast that there would be 32 863 MC posts by February 2011, an increase of 0.3% (96) over the number of existing MC posts (32 767). Among the sectors, the number of MC posts recorded a slight increase of 0.4% (35) in the journalism sector and 0.3% (61) in the advertising and public relations sector. The highest expected growth in Account Executive (27), followed by Director of Strategic Planning (13) of the advertising companies, agencies & other advertising services may imply that more MC employees would be engaged in the strategic planning and marketing / sales related jobs to meet the needs of the market.



## **6.2 Projected Annual Additional Manpower Requirement for 2010/14 by Educational Level**

As the cyclical recover of Hong Kong continues to roll out, supported by the domestic consumption as well as the CEPA framework and Pan-PRD cooperation, MC manpower requirement will have a growing trend in the long run. The projected annual additional manpower requirement for 2010/14 by preferred educational level is estimated to be 1 221 MC employees with degree or above qualifications and 306 with associate degree / higher diploma.

## **6.3 Estimated Average Annual Supply of Graduates in MC Programmes for 2010/14 by Educational Level**

The average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2010/14 by educational level is estimated to be 1 064 with degree or above qualifications and 303 with associate degree / higher diploma.

## **6.4 Manpower Demand and Supply Analysis**

It can be concluded that the average annual supply of 1 064 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1 221 MC employees with such qualification. The annual shortfall of 157 additional MC employees could be met in general by MC graduates returning from overseas and non-MC graduates having received in-depth MC training. At the associate degree / higher diploma and diploma / higher certificate / certificate levels, the annual shortfall of 434 additional MC employees with diploma / higher certificate / certificate could be met by graduates from other non-MC disciplines.

## **7. Major Developments**

Based on the manpower changes between the 2008 and 2010 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

### Impact of Online / New Media Developments on Business and Manpower Needs

- (i) The expansion of digital / new media developments in respect of their services and operations has spurred the demand for MC employees, especially those with web experience, to meet the needs of the industry.
- (ii) Existing MC employees are required to have multi-skills to perform multi-tasking in response to the expanding world of digital / new media and the merger or abolishment of some MC posts.
- (iii) The introduction of digital / new media and their services / operations inside an organization can conflict with its existing business model and therefore some of the media organizations may tend to develop their online business / web services at a slower pace.

- (iv) The launching of e-commerce website / digital platform will facilitate the development of e-promotional campaign, whereby offering more job opportunities for advertising / PR practitioners (including those freelancers).

#### Impact of the Transition to Knowledge Society

- (v) MC industry is one of the knowledge-intensive sectors and therefore employers generally preferred their MC employees to have higher educational level.
- (vi) More MC employees in media organizations are working in collaboration with PR services suppliers to provide event management service to their customers.
- (vii) Skill sets (such as Putonghua, multimedia knowledge and applications, spoken and written English, website design and supporting skills, creativity and cultural insights, and industry practices in the Mainland) will continue to be in demand to perform various MC functions.

#### Impact of Mainland's Developments on Manpower Needs in Hong Kong and in the Mainland

- (viii) The integration of the media organizations with the Mainland market tends to be moving at a slower pace because the media organizations in the Mainland have been well established during the past two years and the number of local MC employees deployed / recruited to work in the Mainland is less in demand.

## **8. *Business Outlook***

### **8.1 Journalism Sector**

The Training Board considers that the journalism sector is always on the lookout for talented people willing to take on the exciting challenge of presenting news and entertainment to a demanding readership and audience. However, the factors that might affect the growth rate of the journalism sector for the years ahead include industry consolidation, the introduction of new technologies, greater use of services outside the sector, and competition from other media platforms (such as social networking sites using web 2.0 and unified communications).

### **8.2 Advertising and Public Relations (PR) Sector**

The Training Board observes that IT development and digital platform will facilitate the development of e-promotion (such as email, sms and online advertising) with lower cost which offers business opportunities for the advertising and PR sector to develop and provide more products and services to reach the target customers. Free newspapers, online media and social network will be a new trend for advertising and will grow rapidly in the coming years.

## **9.       *Recommendations***

Major recommendations on the manpower and training needs of the MC industry are summarized as follows:

- (i) The annual additional training requirement for MC employees from 2010 to 2014 is estimated to be 788 in the journalism sector and 1 583 in the advertising and public relations sector.
- (ii) The changing role of MC employees today requires them to acquire the language skills (such as Putonghua and English), multimedia knowledge & applications, website design & supporting skills, creativity & cultural insights, industry practices in the Mainland, marketing / production management, and innovative media research & applications, of which the training demand would increase substantially.
- (iii) The Training Board believes that attitudes and actions for achievements are essential for the post-80s and post-90s generations to set and deliver their self-fulfilment goals. In this respect, these generations are expected to acquire relevant skill sets (such as language capabilities, multimedia knowledge, computer literacy, critical and innovative thinking, self-management and crisis consciousness) to enhance their competitiveness in the market place.
- (iv) MC practitioners should capitalize on the opportunities and upgrade themselves by getting more training and gaining more experience with the latest trend of new media, insightful strategies with innovative ideas, and practical techniques for preparing themselves to integrate mobile in the media and marketing mix and to build awareness of services and products through m-commerce offering to reach the global market.
- (v) MC graduates are expected to have in-depth training with emphasised on specific MC skills (such as multimedia knowledge, global media culture / insights, and media management with business sense) and generic skills (such as liberal sense, critical thinking, business mind sets, professional ethics, and communication skills) for building up their professionalism in the MC industry.
- (vi) New media technology / environment in the MC industry is rapidly changing and forcing in-service MC practitioners (including senior management) to continually update their skills. To assist them to meet the skills requirement of the industry and to become more competent in their workplaces, VTC's out-centre training programme should continue to be offered with more emphasis on advanced technology and the latest trend of best practices in the MC industry.
- (vii) In order to reflect the prevalent income distribution of the MC employees by branch by job level, the average monthly income range on those self-employed or freelancers could be excluded in the future surveys, in which their average monthly income range are in general on the lower side charging by the day or hour, or on a per-project basis.

## **SECTION I**

### **INTRODUCTION**

#### **The Training Board**

1.1 The Mass Communications Training Board of the Vocational Training Council (VTC) is appointed by the HKSAR Government to be responsible for matters pertaining to the manpower and training needs of the mass communication (MC) industry. Comprising representatives of the craft, academics and government officials, the Training Board is required, among other duties, to recommend to the Council the development of training strategy to meet the increasing demand for trained MC manpower. The membership list and terms of reference of the Training Board are given in Appendices 1 and 2.

#### **Purpose of the Survey**

1.2 To assist the Council to carry out two of its main functions as stipulated in the VTC Ordinance, namely, to review the industry needs for trained manpower and to review the availability of trained manpower to meet such needs, the Training Board has been conducting manpower surveys once every two years since early 1980s. The aim of the survey is to collect accurate data on the present and future manpower situation and training information in the principal jobs of the MC industry.

#### **Time of the Survey**

1.3 With the assistance of the Census and Statistics Department (C&SD), the Training Board conducted the manpower survey of the MC industry during the period from 4 January 2010 to 3 March 2010.

1.4 The findings of the survey reflect the manpower situation of the MC industry at the time of the survey. However, the current uncertainty in global financial markets might have an effect on the MC manpower demand. The manpower data and forecast in the report should therefore be read with the phenomenon in mind.

#### **Working Party on Manpower Survey**

1.5 Under the Training Board, a Working Party was formed to oversee the conduct of the manpower survey. The scope of its work can be broadly divided into four parts: questionnaire design, sampling, analysis and reporting. The Working Party has prepared the relevant survey documents and subsequently submitted to the Training Board for approval. On the other hand, the C&SD provided the following professional services: fieldwork, data input and tabulation. The Working Party's membership list is given in Appendix 1.

## Scope of the Survey

1.6 The survey covered the following five branches in the journalism sector (whose business operations aim primarily for Hong Kong readers / audience) and four branches in the advertising and public relations sector:

### Journalism Sector

- (a) Newspapers
- (b) Magazines
- (c) News department in radio / TV stations
- (d) News agencies
- (e) Digital / new media

### Advertising and Public Relations Sector

- (f) Public relations services suppliers
- (g) Advertising sales / public relations / marketing department in media organizations
- (h) Advertising companies, agencies and other advertising services
- (i) Corporate communications / public relations / advertising / marketing department in companies / institutions

## Method of the Survey

1.7 In view of limited resources, a stratified random sampling method was adopted to select 903 companies in the specified frame of about 6 260 companies under the MC industry in the Central Register of Establishments (CRE) maintained by the C&SD. Companies were classified by major type of branch engaged. Under each type of branch, companies were further classified by their employment size. Companies were then randomly selected with reference to the sampling fractions of their corresponding branch and the employment size in respect of each branch. In addition to the above, 90 supplementary samples from the newspapers, magazines, radio / TV stations, and digital / new media and 57 supplementary samples from the advertising companies, agencies and other advertising services, and the corporate communication / public relations / advertising / marketing department in companies / institutions were provided by the Working Party on 2010 Manpower Survey of the MC Industry. A total of about 1 050 companies were required to complete a detailed questionnaire on manpower and training needs.

1.8 About two weeks before the fieldwork, a questionnaire with explanatory notes and a list of descriptions of the principal jobs in the MC industry were mailed to each of the sampled / selected companies. A copy of the survey documents is in Appendix 3. During the period of the survey, fieldwork officers of the C&SD visited the selected / sampled companies to ensure the proper collection of information. The distribution of samples by branch and by employment size (sampling plan) is shown in Appendix 16.

1.9 Employers were requested to classify their MC employees according to job descriptions based on the duties the employees performed rather than the job titles held in the organizations. Fieldwork officers of the survey were specially briefed about the nature of various jobs before they carried out the fieldwork. Questionnaires collected were checked, coded and if necessary verified with the respondents. The data collected were grossed up statistically to reflect the overall MC manpower situation of the industry.

## **Publicity**

1.10 A press release for publication in Chinese and English newspapers was issued on the first day of the survey. All relevant bodies were also requested to publicize the survey among their members.

## **Analysis of the Responses**

1.11 Out of the 1 052 companies sampled / selected, 661 (including 2 newly discovered cases) have completed and returned the questionnaires. Only 52 refused to respond. Taking into account those 339 companies which have closed, moved, changed business, no technical manpower, were untraceable or were registered offices without operations, temporarily not in operation and others, the effective response rate is 92.7%.

## **Presentation of the Survey Findings**

1.12 A summary of the survey findings (including the manpower and training needs of the MC industry and their statistical analysis) is presented in Section II of the survey report, while the Training Board's recommendations are set out in Section III.

## **Definition of Terms**

1.13 "Employees" refer to all personnel who are directly paid by the company and who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike.

1.14 "MC employees" refer to all full-time / part-time personnel who are engaged in principal jobs related to various job levels (such as managerial, supervisory, editorial / production / executional, and supporting / technical) of the MC industry.

1.15 "Labour force" is defined as the economically active population, comprises the employed population and the unemployed population.

1.16 “A company” is defined, for the purpose of this survey, as a business undertaking including establishments having the same first 8 digits of business registration number (i.e. under a single ownership or control) with the same nature of business (i.e. in the same branch). A company forms the basic enumeration unit in the survey.

1.17 “Participation rate” in each discipline is defined as the percentage of graduates who will enter into employment in their related field of study or training. Such information is usually obtained from employment surveys of full-time graduates conducted by educational institutions.

1.18 “Wastage rate” is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions, and for other reasons, out of the total number of MC employees.

1.19 “Outsourcing” is defined as a contractual agreement between a company and one or more external suppliers on the provision of services that the company is currently providing / has provided internally.

1.20 “A freelancer” is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector or the advertising and public relations sector. Freelancers may charge by the day or hour, or on a per-project basis.

1.21 “Local MC employees deployed / recruited to work in the Mainland” refers to those full-time local MC employees who have stationed to work in the Mainland with permanent post and job title.

## **Acknowledgement**

1.22 The Training Board wishes to thank the Census and Statistics Department for supervising the fieldwork and processing the survey data; the University Grants Committee (UGC)-funded institutions and other tertiary institutions for providing information on planned output of graduates from UGC / Government-funded and self-financed MC programmes.

## SECTION II

### SUMMARY OF SURVEY FINDINGS

#### *Current Manpower Status*

##### **Number of Persons Engaged**

2.1 The survey revealed that in February 2010, a total of 32 243 persons were employed in the principal jobs of the MC industry in Hong Kong (or about 0.9% of the total labour force 3 657 300 in the first quarter (Q1) of 2010). 30.7% (9 905) of the MC employees worked in the journalism sector and 69.3% (22 338) in the advertising and public relations sector.

2.2 Table 2.1 shows that advertising companies, agencies and other advertising services (3 785), which constituted about 74.0% of the total companies (5 106) in the MC industry, accounted for about 40% of the industry's total MC employment in 2010 (13 025 / 32 243). However, on a per company basis, they registered the smallest average employment size of 3 MC employees.

Table 2.1 Comparison of the Number of MC Employees  
and Companies Covered in the Survey by Branch  
(February 2008 – February 2010)

Branch		No. of Companies Covered by the Survey (1)		No. of Employees Covered by the Survey (2)		No. of MC Employees (3)		Average No. of MC Employees Per Company (3)/(1)	MC Employees as a Percentage of All Employees (3)/(2) x 100% %
		2008	2010	2008	2010	2008	2010	2010	2010
1. Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	28	34	5 392	8 021	4 706	5 632	166	70.2
2. Magazines		105	324	4 314	5 220	2 941	4 285	13	82.1
3. News Department in Radio / TV Stations		21	30	7 855	6 859	1 961	2 203	73	32.1
4. News Agencies		14	25	1 736	285	275	239	10	83.9
5. Digital / New Media		18	47	635	1 182	375	627	13	53.1
6. Public Relations Services Suppliers		367	373	1 966	2 338	1 696	1 952	5	83.5
7. Advertising Companies, Agencies & other Advertising Services		4 187	3 785	15 080	15 444	12 887	13 025	3	84.3
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		684	488	763 891	653 848	3 217	4 280	9	0.7
<b>Total</b>		<b>5 424</b>	<b>5 106</b> <b>(-5.9%)</b>	<b>800 869</b>	<b>693 197</b> <b>(-13.4%)</b>	<b>28 058</b>	<b>32 243</b> <b>(14.9%)</b>	<b>6</b>	<b>4.7</b>

Note: Figures may not add up to their totals due to rounding.



2.3 Companies in Branches 1 – 4 of this survey were selected from CRE of C&SD by adopting a stratified random sampling method; while in the 2008 survey, companies were selected by the Working Party based upon a list of registered companies provided by the Television and Entertainment Licensing Authority (TELA). Significant increase in number of companies covered was particularly observed in Branch 2 (Magazines) whereby the number of MC employees increased by 45.7%. Samples in Branch 5 (Digital / New Media) were provided by VTC in both rounds of survey with the number of companies increased from 18 to 47 and the number of MC employees increased by 67.2%.

2.4 The number of MC employees by sector / branch by job level is summed up in Table 2.2. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

**Table 2.2 Number of MC Employees by Sector / Branch by Job Level**

Job Level Branch	Managerial (%)*	Supervisory (%)*	Editorial / Production / Executorial (%)*	Supporting / Technical (%)*	Total (%)* (%)#
<b>Journalism Sector</b>					
Newspapers	153 (3.4)	513 (11.3)	2 901 (63.8)	981 (21.6)	4 548 ( 45.9 ) (100.0)
Magazines	154 (5.0)	343 (11.1)	2 038 (65.6)	570 (18.4)	3 105 ( 31.3 ) (100.0)
News Department in Radio / TV Stations	33 (1.9)	330 (19.0)	993 (57.1)	384 (22.1)	1 740 ( 17.6 ) (100.0)
News Agencies	11 (6.3)	37 (21.3)	118 (67.8)	8 (4.6)	174 ( 1.8 ) (100.0)
Digital / New Media	4 (1.2)	29 (8.6)	147 (43.5)	158 (46.8)	338 ( 3.4 ) (100.0)
<b>Sub-total</b>	<b>355 (3.6)</b>	<b>1 252 (12.6)</b>	<b>6 197 (62.6)</b>	<b>2 101 (21.2)</b>	<b>9 905 (100.0)</b>
<b>Advertising and Public Relations Sector</b>					
Public Relations Services Suppliers	313 (16.0)	490 (25.1)	1 124 (57.6)	25 (1.3)	1 952 ( 8.7 ) (100.0)
Advertising Sales / PR / Marketing Department in Media Organizations	631 (20.5)	949 (30.8)	1 501 (48.7)	- (-)	3 081 ( 13.8 ) (100.0)
Advertising Companies, Agencies & other Advertising Services	1 086 (8.3)	2 795 (21.5)	7 835 (60.2)	1 309 (10.1)	13 025 ( 58.3 ) (100.0)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	787 (18.4)	1 025 (24.0)	2 427 (56.7)	41 (1.0)	4 280 ( 19.2 ) (100.0)
<b>Sub-total</b>	<b>2 817 (12.6)</b>	<b>5 259 (23.5)</b>	<b>12 887 (57.7)</b>	<b>1 375 (6.2)</b>	<b>22 338 (100.0)</b>
<b>Total</b>	<b>3 172 (9.8)</b>	<b>6 511 (20.2)</b>	<b>19 084 (59.2)</b>	<b>3 476 (10.8)</b>	<b>32 243 (100.0)</b>

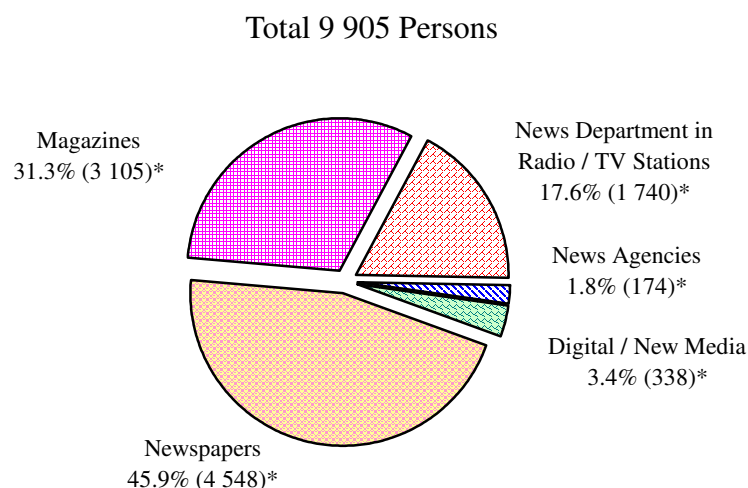
\* As a percentage of total number of MC employees by branch.

# As a percentage of total number of MC employees by sector.

Note: Figures may not add up to their totals due to rounding.

2.5 The survey showed that advertising companies, agencies and other advertising services had 13 025 MC employees, accounting for 58.3% of the total MC manpower in the advertising and public relations sector, followed by newspapers (4 548 or 45.9% of the total MC manpower in the journalism sector). The distribution of MC employees by sector by branch is shown in Figures 1 and 2.

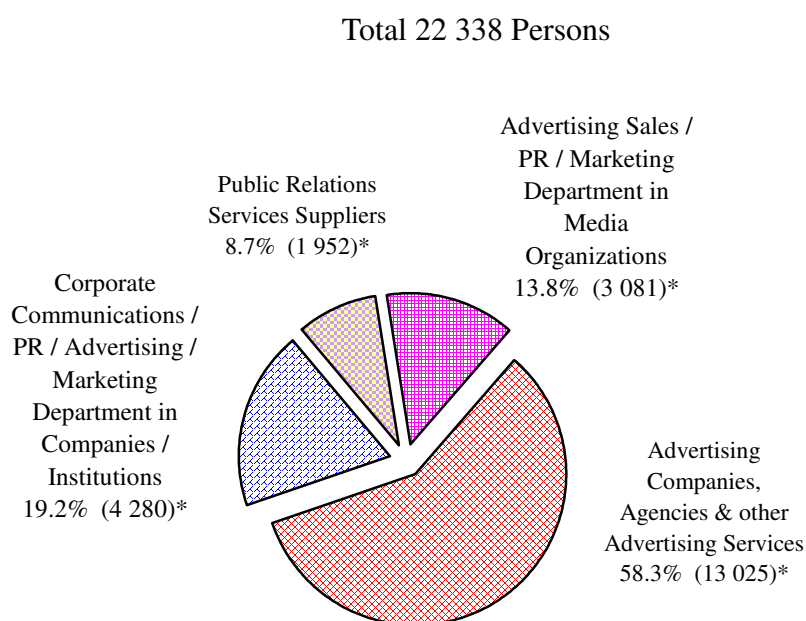
Figure 1 Distribution of MC Employees in the Journalism Sector by Branch  
(As in February 2010)



\* Number of MC employees is in bracket.

Note: Figures in brackets may not add up to the total due to rounding.

Figure 2 Distribution of MC Employees in the Advertising and Public Relations Sector by Branch  
(As in February 2010)



\* Number of MC employees is in bracket.

Note: Figures in brackets may not add up to the total due to rounding.

2.6 The survey also showed that the editorial / production / executional level had contributed the largest number of MC employees in both the journalism sector (6 197 or 62.6% of the total MC manpower in that sector) and the advertising and public relations sector (12 887 or 57.7% of the total MC manpower in that sector).

### Advertising Sales / PR / Marketing Employees in Media Organizations

2.7 Employers reported that in February 2010, a total of 3 081 advertising sales / PR / marketing employees (or 23.7% of the existing 12 986 MC employees) were engaged in media organizations. As compared with the 2008 survey findings, the percentage rate of advertising sales / PR / marketing employees in media organizations has slightly increased from 22.0% (2 258) to 23.7% (3 081) of the respective total numbers of MC employees in media organizations in 2008 and 2010. A comparison of the number of advertising sales / PR / marketing employees in media organizations by branch by job level over the two-year period is shown in Table 2.3.

Table 2.3 Comparison of the Number of Advertising Sales / PR / Marketing Employees in Media Organizations by Branch by Job Level  
(February 2008 – February 2010)

Branch	Advertising Sales / PR / Marketing Employees in Media Organizations									
	Managerial (%)*		Supervisory (%)*		Executional (%)*		Supporting / Technical (%)*		Total (%)*	
	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010
Newspapers (4 706) <sup>^</sup> (5 632) <sup>+</sup>	130 (2.8)	232 (4.1)	343 (7.3)	364 (6.5)	499 (10.6)	488 (8.7)	- (-)	- (-)	972 (20.7)	1 084 (19.3)
Magazines (2 941) <sup>^</sup> (4 285) <sup>+</sup>	241 (8.2)	261 (6.1)	285 (9.7)	340 (7.9)	368 (12.5)	579 (13.5)	- (-)	- (-)	894 (30.4)	1 180 (27.5)
News Department in Radio / TV Stations (1 961) <sup>^</sup> (2 203) <sup>+</sup>	48 (2.5)	84 (3.8)	93 (4.7)	141 (6.4)	178 (9.1)	238 (10.8)	- (-)	- (-)	319 (16.3)	463 (21.0)
News Agencies (275) <sup>^</sup> (239) <sup>+</sup>	11 (4.0)	11 (4.6)	13 (4.7)	17 (7.1)	2 (0.7)	37 (15.5)	- (-)	- (-)	26 (9.5)	65 (27.2)
Digital / New Media (375) <sup>^</sup> (627) <sup>+</sup>	9 (2.4)	43 (6.9)	13 (3.5)	87 (13.9)	25 (6.7)	159 (25.4)	- (-)	- (-)	47 (12.5)	289 (46.1)
<b>Total (10 258)<sup>^</sup> (12 986)<sup>+</sup></b>	<b>439 (4.3)</b>	<b>631 (4.9)</b>	<b>747 (7.3)</b>	<b>949 (7.3)</b>	<b>1 072 (10.5)</b>	<b>1 501 (11.6)</b>	<b>- (-)</b>	<b>- (-)</b>	<b>2 258 (22.0)</b>	<b>3 081 (23.7)</b>

<sup>^</sup> Total number of MC employees (including advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2008 survey.

<sup>+</sup> Total number of MC employees (including advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2010 survey.

<sup>\*</sup> As a percentage of total number of MC employees by branch.

Note: Figures may not add up to their totals due to rounding.

## Freelancers Employed

2.8 At the time of the survey, 116 companies in the journalism sector including advertising sales / public relations / marketing department in media organizations (or 25.2% of the existing 460 companies covered by the survey in that sector) and 651 companies in the advertising and public relations sector (or 14.0% of the existing 4 646 companies covered by the survey in that sector) had employed freelancers to perform various MC job duties (Table 2.4). In terms of company size, companies employing fewer than 10 employees in the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers.

Table 2.4 Number of Companies Having Employed Freelancers to Perform Various MC Job Duties by Branch by Employment Size of Company

<div>Employment Size of Company</div> <div>Branch</div>		1-9	10-19	20-49	50-99	100-299	300-499	500 & Over	Overall
Journalism Sector <sup>(1)</sup>									
Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	-	-	-	2	-	-	-	2
Magazines		57	14	22	6	2	-	-	101
News Department in Radio / TV Stations		-	1	1	-	2	-	-	4
News Agencies		1	1	-	-	-	-	-	2
Digital / New Media		6	-	1	-	-	-	-	7
Sub-total (460) <sup>+</sup>		64	16	24	8	4	-	-	116
Advertising and Public Relations Sector									
Public Relations Services Suppliers		52	13	1	-	-	-	-	66
Advertising Companies, Agencies and other Advertising Services		512	18	8	3	3	-	-	544
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		-	-	-	-	1	-	40	41
Sub-total (4 646) <sup>+</sup>		564	31	9	3	4	-	40	651
Total (5 106) <sup>+</sup>		628	47	33	11	8	-	40	767

+ Number of companies covered by the survey in the respective sector.

Notes: (1) Journalism sector including advertising sales / public relations / marketing department in media organizations.

(2) Figures may not add up to their totals due to rounding.

2.9 As regards the number of freelancers employed to perform various MC job duties by branch by employment size of company as shown in Table 2.5, the advertising companies, agencies and other advertising services recorded the highest number of freelancers (982), followed by the magazines (425) and the corporate communication / PR / advertising / marketing department in companies / institutions (389). Most of these freelancers in the MC industry are employed as reporter, designer, graphic artist, account executive, translator and copy writer. (2008 survey: 970 companies in the MC industry employed 2 739 freelancers.)

Table 2.5 Number of Freelancers Employed to Perform Various MC Job Duties by Branch by Employment Size of Company

<div>Employment Size of Company</div> <div>Branch</div>		1-9	10-19	20-49	50-99	100-299	300-499	500 & Over	Overall
Journalism Sector <sup>(1)</sup>									
Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	-	-	-	6	-	-	-	6
Magazines		140	50	111	32	92	-	-	425
News Department in Radio / TV Stations		-	10	3	-	6	-		19
News Agencies		4	4	-	-	-	-	-	8
Digital / New Media		12	-	2	-	-	-	-	14
Sub-total		156	64	116	38	98	-	-	472
Advertising and Public Relations Sector									
Public Relations Services Suppliers		149	122	2	-	-	-	-	273
Advertising Companies, Agencies and other Advertising Services		920	24	25	7	6	-	-	982
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		-	-	-	-	4	-	385	389
Sub-total		1 069	146	27	7	10	-	385	1 644
Total		1 225	210	143	45	108	-	385	2 116

Notes: (1) Journalism sector including advertising sales / public relations / marketing department in media organizations.  
(2) Figures may not add up to their totals due to rounding.

## Staff Turnover, Number of Vacancies and Manpower Changes

### MC Employees Leaving in the Past 12 Months

2.10 As shown in Table 2.6, employers reported that 3 920 MC employees (or 12.0% of the existing 32 767 MC posts) in the journalism sector and the advertising & public relations sector had changed employment in the past 12 months. (2008 survey: 3 370 MC employees or 11.7% of the 28 916 MC posts had changed employment.) Figures 3 and 4 show the numbers of MC employees left in the past 12 months in the journalism sector and the advertising & public relations sector. Number of MC employees leaving in the past 12 months by branch by job level is shown in Appendix 5.

Table 2.6 MC Employees Leaving in the Past 12 Months by Sector by Job Level by Employment Size of Company

Employment Size of Company Job Level	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100-299 (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
<b>Journalism Sector <sup>(1)</sup></b>									
Managerial	- (-)	- (-)	- (-)	3 (1.9)	2 (1.1)	2 (1.0)	5 (8.9)	65 (24.0)	77 (7.8)
Supervisory	- (-)	- (-)	- (-)	7 (3.0)	10 (3.8)	2 (0.4)	21 (12.0)	123 (18.3)	163 (7.4)
Editorial / Production	6 (2.7)	32 (9.6)	48 (10.3)	193 (19.3)	95 (11.9)	140 (8.7)	237 (22.8)	496 (21.1)	1 247 (15.9)
Supporting / Technical	2 (5.9)	8 (8.0)	8 (10.3)	24 (9.6)	8 (4.2)	24 (5.6)	155 (51.2)	114 (15.2)	343 (16.1)
<b>Sub-total (13 163) +</b>	<b>8 (2.3)</b>	<b>40 (6.7)</b>	<b>56 (7.4)</b>	<b>227 (13.9)</b>	<b>115 (8.0)</b>	<b>168 (6.1)</b>	<b>418 (26.6)</b>	<b>798 (19.7)</b>	<b>1 830 (13.9)</b>
<b>Advertising and Public Relations Sector</b>									
Managerial	17 (12.7)	55 (14.4)	15 (4.9)	16 (5.1)	5 (3.6)	22 (11.3)	12 (6.2)	62 (11.3)	204 (9.2)
Supervisory	63 (6.2)	37 (4.2)	34 (6.5)	45 (9.2)	5 (2.3)	21 (9.0)	37 (15.0)	119 (16.0)	361 (8.3)
Executorial	361 (10.1)	243 (12.2)	121 (8.2)	244 (18.0)	30 (6.4)	72 (17.1)	17 (3.6)	193 (10.3)	1 281 (11.0)
Supporting / Technical	64 (13.5)	75 (16.2)	65 (35.9)	19 (11.9)	4 (5.8)	2 (33.3)	- (-)	15 (40.5)	244 (17.6)
<b>Sub-total (19 604) +</b>	<b>505 (9.7)</b>	<b>410 (11.0)</b>	<b>235 (9.4)</b>	<b>324 (14.0)</b>	<b>44 (4.9)</b>	<b>117 (13.7)</b>	<b>66 (7.2)</b>	<b>389 (12.1)</b>	<b>2 090 (10.7)</b>
<b>Total (32 767) +</b>	<b>513 (13.1)<sup>#</sup> (9.2)</b>	<b>450 (11.5)<sup>#</sup> (10.4)</b>	<b>291 (7.4)<sup>#</sup> (9.0)</b>	<b>551 (14.1)<sup>#</sup> (13.9)</b>	<b>159 (4.1)<sup>#</sup> (6.8)</b>	<b>285 (7.3)<sup>#</sup> (7.9)</b>	<b>484 (12.4)<sup>#</sup> (19.5)</b>	<b>1 187 (30.3)<sup>#</sup> (16.4)</b>	<b>3 920 (100.0)<sup>#</sup> (12.0)</b>

\* As a percentage of total number of MC posts by sector by job level by employment size of company.

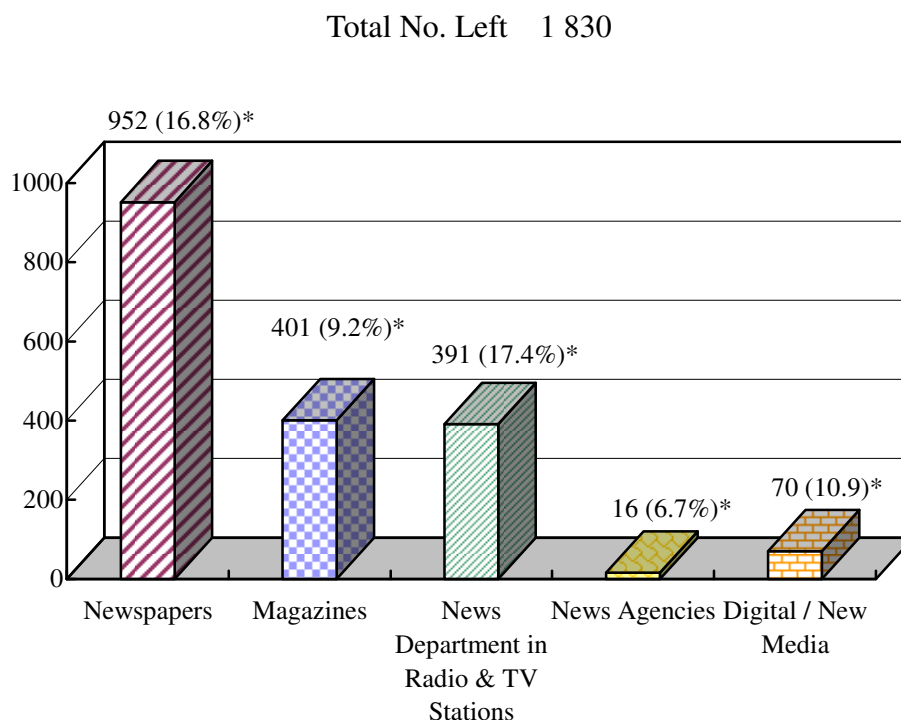
# As a percentage of total number of MC employees leaving in the past 12 months.

+ Total number of MC posts.

Notes: (1) The number of MC employees leaving in the advertising sales / public relations / marketing department in media organizations has been distributed among various job levels in the journalism sector.

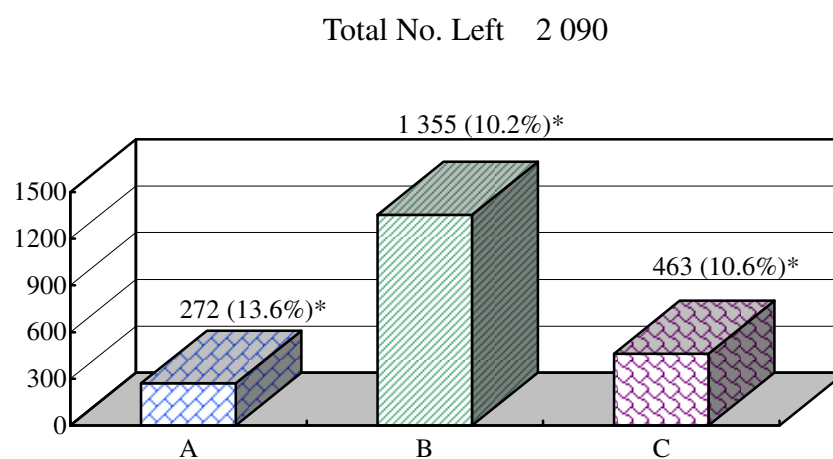
(2) Figures may not add up to their totals due to rounding.

Figure 3 Number of MC Employees Leaving in the Past 12 Months in the Journalism Sector <sup>(1)</sup> by Branch



\* As a percentage of total number of posts by sector by branch.  
 Note : (1) The staff turnover in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.

Figure 4 Number of MC Employees Leaving in the Past 12 Months in the Advertising and Public Relations Sector by Branch

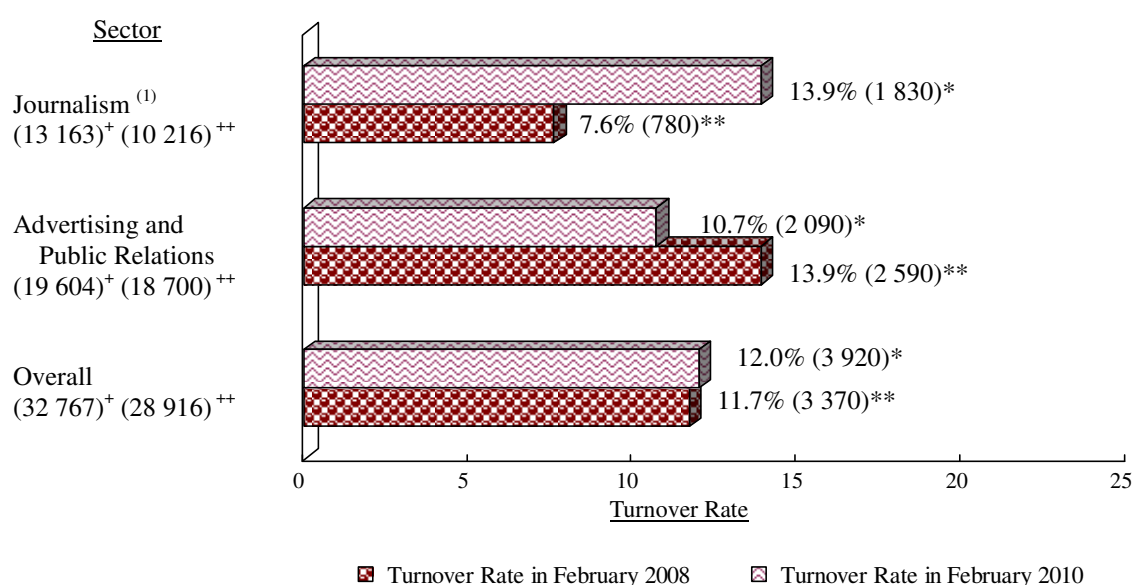


\* As a percentage of total number of posts by sector by branch.  
 Key : A -- Public Relations Services Suppliers  
 B -- Advertising Companies, Agencies and other Advertising Services  
 C -- Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions

## Staff Turnover Rate

2.11 The Training Board observes that the turnover rate as a percentage of number of MC posts in the industry has increased slightly from 11.7% (3 370) in February 2008 to 12.0% (3 920) in February 2010. The Training Board considers that the turnover rates of the MC industry over the two-year period remained stable. The significant increase in turnover rate from 7.6% (780) in 2008 to 13.9% (1 830) in 2010 was experienced in the journalism sector owing to the vibrant business activity. This increase more than outweighed the decrease in turnover rate in the advertising and public relations sector from 13.9% (2 590) in 2008 to 10.7% (2 090) in 2010. A comparison of the turnover rates of the MC industry by sector over the two-year period is shown in Figure 5.

Figure 5 Comparison of the Turnover Rates by Sector  
(February 2008 – February 2010)



\* Number of MC employees leaving the companies in February 2010.

\*\* Number of MC employees leaving the companies in February 2008.

+ Total number of MC posts in February 2010 by sector.

++ Total number of MC posts in February 2008 by sector.

Notes: (1) The number of MC employees leaving the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.

(2) Figures may not add up to their totals due to rounding.

2.12 The Training Board observes that the news department in radio / TV stations recorded the highest turnover rate (17.4%), followed by the newspapers (16.8%) (Figure 3). In terms of job level, the highest turnover rate was among the support / technical staff (16.1% in the journalism sector and 17.6% in the advertising and public relations sector), followed by the editorial / production staff (15.9%) in the journalism sector and the executorial staff (11.0%) in the advertising and public relations sector (Table 2.6).

2.13 The Training Board also observes that MC employees became more cautious in changing jobs this year than pre-financial crisis, having experienced layoffs and redundancies in 2009. In general, they only moved for a perceived more stable environment and a higher salary.



## Sources of Recruitment in the Past 12 Months

2.14 The survey reveals that 3 172 MC employees (or 9.7% of the existing 32 767 MC posts) were recruited in 2009/10, including 2 431 (7.4%) experienced employees recruited in the MC industry and 741 (2.3%) non-experienced employees (including fresh graduates). In term of job level, managerial level recruited 214 MC employees, supervisory level 366, editorial / production / executional level 2 106, and support / technical level 486. A summary of the sources of recruitment of MC employees in the past 12 months by branch is given in Table 2.7.

Table 2.7 Sources of Recruitment of MC Employees in the Past 12 Months by Branch

Branch		Sources of Recruitment			
		Experienced Employees Recruited in this Industry (%)*		Non-experienced Employees (including Fresh Graduates) Recruited in this Industry (%)*	
1. Newspapers (5 659) <sup>+</sup>	Including Advertising Sales / PR / Marketing Department in Media Organizations	772	(13.6)	159	(2.8)
2. Magazines (4 373) <sup>+</sup>		241	(5.5)	166	(3.8)
3. News Department in Radio / TV Stations (2 250) <sup>+</sup>		75	(3.3)	60	(2.7)
4. News Agencies (240) <sup>+</sup>		17	(7.1)	3	(1.3)
5. Digital / New Media (641) <sup>+</sup>		86	(13.4)	8	(1.3)
6. Public Relations Services Suppliers (2 006) <sup>+</sup>		159	(7.9)	57	(2.8)
7. Advertising Companies, Agencies and other Advertising Services (13 236) <sup>+</sup>		744	(5.6)	248	(1.9)
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (4 362) <sup>+</sup>		337	(7.7)	40	(0.9)
<b>Total (32 767)<sup>+</sup></b>		<b>2 431</b>	<b>(7.4)</b>	<b>741</b>	<b>(2.3)</b>
				<b>3 172</b>	<b>(9.7)</b>

\* As a percentage of total number of MC posts by branch.

+ Total number of MC posts by branch.

Note: Figures may not add up to their totals due to rounding.

2.15 The Training Board observes that, in the present survey, the recruitment of experienced employees and non-experienced employees (including fresh graduates) is in a ratio of 3 to 1 in the MC industry (as compared with a ratio of 5 to 1 in the 2008 survey). It appears that employers in the industry tended to recruit an appropriate ratio of experienced employees to non-experienced ones to fill vacancies over the two-year period.

2.16 Although the MC market has improved, recruitment activity has yet to return to pre-financial crisis levels. Employers took a more cautious stance with regards to recruitment, and raised the bar on the quality of candidates they looked to hire.

## Internal Promotion in the Past 12 Months

2.17 The survey reveals that 305 MC employees or 0.9% of the existing 32 767 MC posts (2008 survey: 448 MC employees or 1.6% of the 28 916 MC posts) were promoted from within the companies in respect of new or existing posts during the past 12 months. A summary of the internal promotion pattern by branch is given in Table 2.8.

Table 2.8 Internal Promotion of MC Employees in the Past 12 Months by Branch

<div>Internal Promotion</div> <div>Branch</div>		From Supervisory to Managerial	From Editorial / Production / Executional to Supervisory	From Supporting / Technical to Editorial / Production / Executional	From Other Posts to Supporting / Technical	Total Promotion (%)*
Journalism Sector <sup>(1)</sup>						
Newspapers (5 659) <sup>+</sup>	Including Advertising Sales / PR / Marketing Department in Media Organizations	1	4	13	-	18 (0.3)
Magazines (4 373) <sup>+</sup>		-	3	5	-	8 (0.2)
News Department in Radio / TV Stations (2 250) <sup>+</sup>		1	3	70	2	76 (3.4)
News Agencies (240) <sup>+</sup>		-	-	-	-	- (-)
Digital / New Media (641) <sup>+</sup>		-	1	-	-	1 (0.2)
Sub-total (13 163) <sup>+</sup>		2	11	88	2	103 (0.8)
Advertising and Public Relations Sector						
Public Relations Services Suppliers (2 006) <sup>+</sup>		8	16	-	-	24 (1.2)
Advertising Companies, Agencies and other Advertising Services (13 236) <sup>+</sup>		9	36	47	-	92 (0.7)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (4 362) <sup>+</sup>		16	69	1	-	86 (2.0)
Sub-total (19 604) <sup>+</sup>		33	121	48	-	202 (1.0)
Total (32 767) <sup>+</sup>		35	132	136	2	305 (0.9)

\* As a percentage of total number of MC posts by branch.

+ Total number of MC posts by branch.

Notes: (1) The number of internal promotion of MC employees in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.

(2) Figures may not add up to their totals due to rounding.

2.18 The survey also reveals that 35 positions (1.1% of number of MC posts at the job level) in managerial, 132 (2.0%) in supervisory, 136 (0.7%) in editorial / production / executional, and 2 (0.1%) in supporting / technical are filled by internal promotion in respect of new or existing posts. The Training Board observes that employers in the MC industry were willing to give reasonable promotion opportunities to their MC employees for retaining the existing talents. The Training Board encourages the practice of internal promotion and suggests that employers should provide more training to their MC employees to prepare them for career progression and lifelong learning.

## Number of Job Vacancies

2.19 At the time of the survey, employers reported 113 job vacancies (or 1.1% of the existing 10 018 MC posts) in the journalism sector, and 411 job vacancies (or 1.8% of the existing 22 749 MC posts) in the advertising and public relations sector. In the journalism sector, the magazines recorded the highest number of 41 job vacancies, followed by the news department in radio / TV stations with 36 job vacancies. In the advertising and public relations sector, the advertising companies, agencies and other advertising services recorded the highest number of 211 job vacancies, followed by the corporate communications / PR / advertising / marketing department in companies / institutions with 82 job vacancies. The number of job vacancies by sector / branch by job level is shown in Table 2.9. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

Table 2.9 Number of Job Vacancies by Sector / Branch by Job level

Branch \ Job Level	Managerial (%) <sup>*</sup>	Supervisory (%) <sup>*</sup>	Editorial / Production / Executorial (%) <sup>*</sup>	Supporting / Technical (%) <sup>*</sup>	Total (%) <sup>#</sup>
<b>Journalism Sector</b>					
Newspapers (4 572) <sup>+</sup>	- (-)	1 (0.2)	20 (0.7)	3 (0.3)	24 (0.5)
Magazines (3 146) <sup>+</sup>	- (-)	- (-)	31 (1.5)	10 (1.7)	41 (1.3)
News Department in Radio / TV Stations (1 776) <sup>+</sup>	- (-)	1 (0.3)	23 (2.3)	12 (3.0)	36 (2.0)
News Agencies (175) <sup>+</sup>	- (-)	- (-)	1 (0.8)	- (-)	1 (0.6)
Digital / New Media (349) <sup>+</sup>	- (-)	- (-)	6 (3.9)	5 (3.1)	11 (3.2)
<b>Sub-total (10 018)<sup>+</sup></b>	<b>- (-)</b>	<b>2 (0.2)</b>	<b>81 (1.3)</b>	<b>30 (1.4)</b>	<b>113 (1.1)</b>
<b>Advertising and Public Relations Sector</b>					
Public Relations Services Suppliers (2 006) <sup>+</sup>	4 (1.3)	10 (2.0)	40 (3.4)	- (-)	54 (2.7)
Advertising Sales / PR / Marketing Department in Media Organizations (3 145) <sup>+</sup>	1 (0.2)	3 (0.3)	60 (3.8)	- (-)	64 (2.0)
Advertising Companies, Agencies & other Advertising Services (13 236) <sup>+</sup>	4 (0.4)	16 (0.6)	176 (2.2)	15 (1.1)	211 (1.6)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (4 362) <sup>+</sup>	20 (2.5)	13 (1.3)	49 (2.0)	- (-)	82 (1.9)
<b>Sub-total (22 749)<sup>+</sup></b>	<b>29 (1.0)</b>	<b>42 (0.8)</b>	<b>325 (2.5)</b>	<b>15 (1.1)</b>	<b>411 (1.8)</b>
<b>Total (32 767)<sup>+</sup></b>	<b>29 (0.9)</b>	<b>44 (0.7)</b>	<b>406 (2.1)</b>	<b>45 (1.3)</b>	<b>524 (1.6)</b>

\* As a percentage of total number of MC posts by branch by job level.

# As a percentage of total number of MC posts by branch.

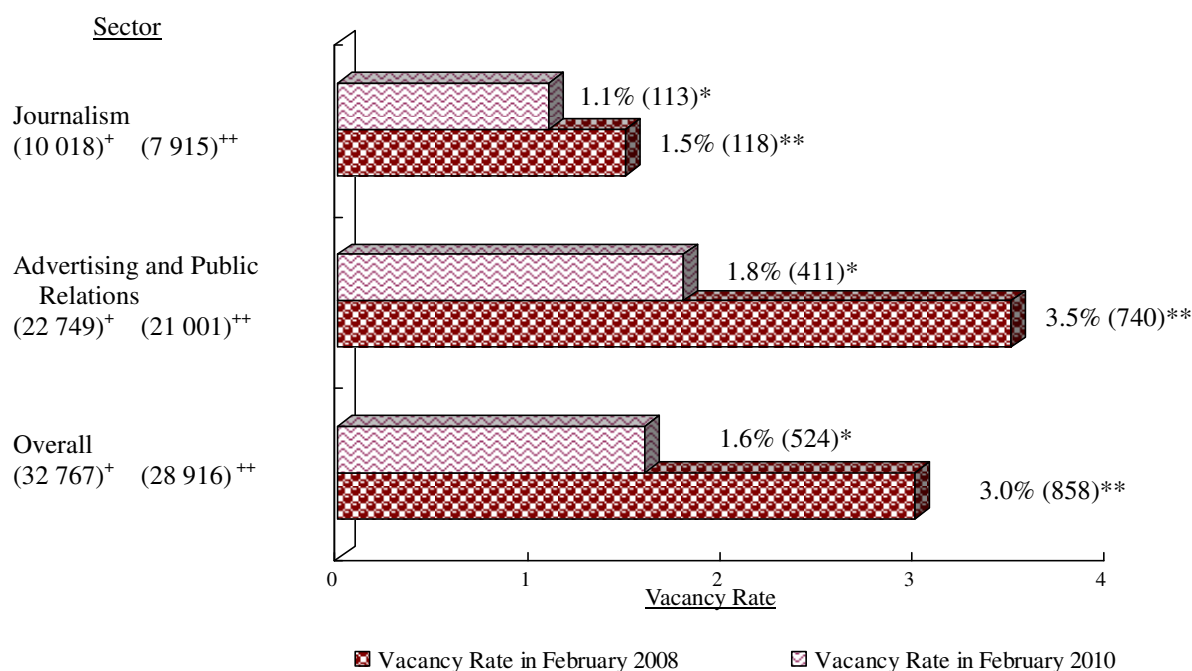
+ Total number of MC posts by branch.

Note: Figures may not add up to their totals due to rounding.

## Vacancy Rates

2.20 The global financial crisis, brewing for a while, really started to show its effects in 2009. As compared with the 2008 survey findings, the vacancy rate as a percentage of total number of MC posts in the journalism sector has slightly decreased from 1.5% (118) to 1.1% (113) and significantly decreased in the advertising and public relations sector from 3.5% (740) to 1.8% (411). (The total number of MC posts being the sum of total MC employees and total MC vacancies.) In terms of job title, the high vacancies were observed in the Senior Layout Editor / Layout Editor, Senior Reporter / Reporter, and Production Assistant / Technician in the journalism sector, and the Account Executive / PR Specialist / PR Officer / Press Officer, Advertising Sales Assistant / Executive / Account Executive, and Graphic Artist in the advertising and public relations sector. A comparison of the vacancy rates by sector over the two-year period is shown in Figure 6. The distribution of job vacancies by sector from December 2001 to February 2010 is shown in Figure 7.

Figure 6 Comparison of the Vacancy Rates by Sector  
(February 2008 – February 2010)



\* Number of MC vacancies in February 2010 by sector.

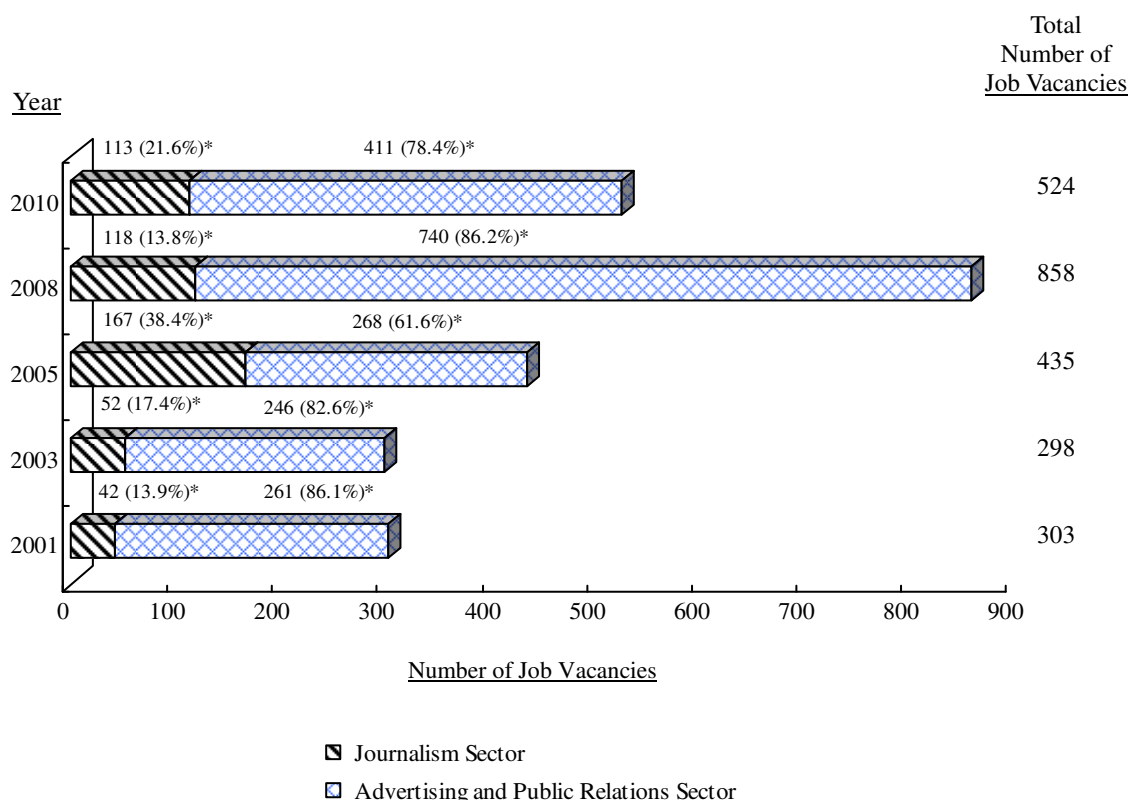
\*\* Number of MC vacancies in February 2008 by sector.

+ Total number of MC posts in February 2010 by sector.

++ Total number of MC posts in February 2008 by sector.

Note: Figures may not add up to the total due to rounding.

Figure 7 Distribution of Job Vacancies by Sector  
(December 2001- February 2010)



\* As a percentage of total number of job vacancies in the respective survey.

## Overall Labour Market Situation in the MC Industry

2.21 It was found that in February 2010, 9 905 MC employees were engaged in the journalism sector (excluding advertising sales / public relations / marketing department in media organizations) and 22 338 MC employees in the advertising and public relations sector. The growth of MC employment rate will reach a new high by February 2011 with the forecast number of MC posts grow by 0.3% to reach 32 863. The findings on MC manpower, vacancy and employers' forecast growth by sector by job level are summarized in Table 2.10. The percentage share of MC employees in the labour force between December 2001 and February 2010 is shown in Figure 8.

Table 2.10 MC Manpower, Vacancy and Forecast Growth by Sector by Job Level

Job Level	No. of MC Employees in February 2010	No. of Vacancies in February 2010	Manpower Demand <sup>(1)</sup> in February 2010	February 2011 Employers' Forecast Manpower Growth (%)*	February 2011 Employers' Forecast No. of MC Posts
<b>Journalism Sector</b>					
Managerial	355	-	355	1 (0.3)	356
Supervisory	1 252	2	1 254	4 (0.3)	1 258
Editorial / Production	6 197	81	6 278	20 (0.3)	6 298
Supporting / Technical	2 101	30	2 131	10 (0.5)	2 141
<b>Sub-Total</b>	<b>9 905</b>	<b>113</b>	<b>10 018</b>	<b>35 (0.4)</b>	<b>10 053</b>
<b>Advertising and Public Relations Sector <sup>+</sup></b>					
Managerial	2 817	29	2 846	11 (0.4)	2 857
Supervisory	5 259	42	5 301	9 (0.2)	5 310
Executorial	12 887	325	13 212	31 (0.2)	13 243
Supporting / Technical	1 375	15	1 390	10 (0.7)	1 400
<b>Sub-Total</b>	<b>22 338</b>	<b>411</b>	<b>22 749</b>	<b>61 (0.3)</b>	<b>22 810</b>
<b>Total</b>	<b>32 243</b>	<b>524</b>	<b>32 767</b>	<b>96 (0.3)</b>	<b>32 863</b>

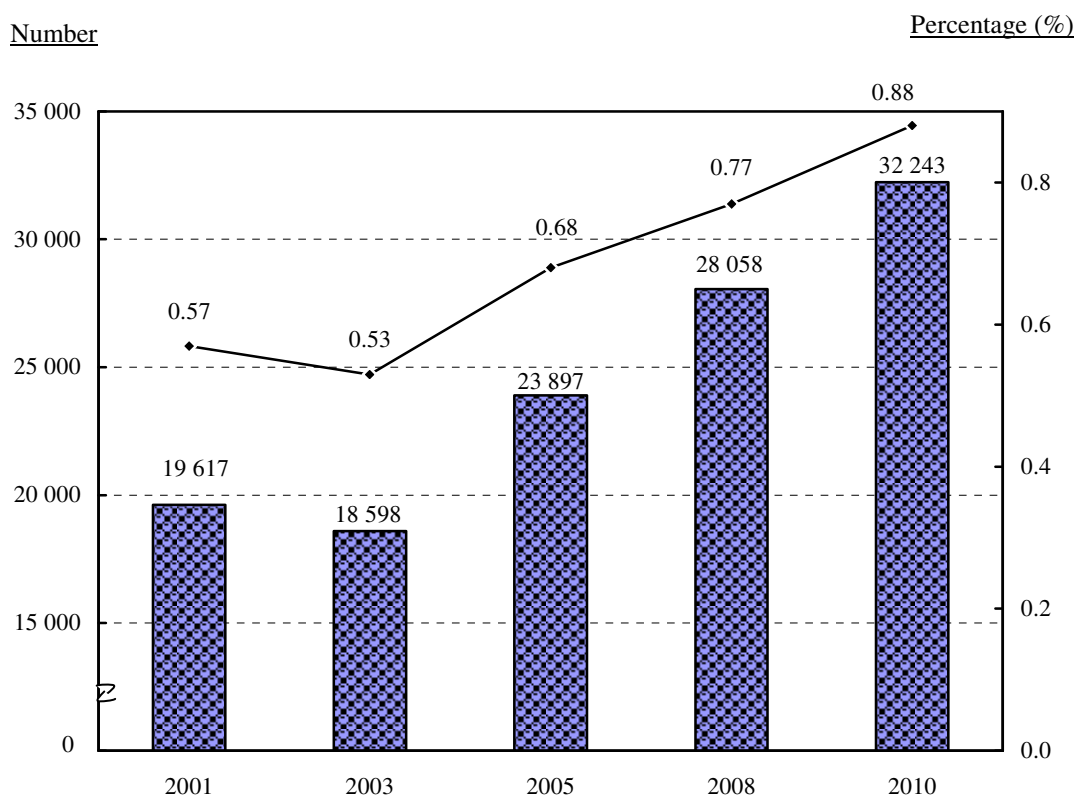
\* As a percentage of total number of MC posts at the same job level by sector in February 2010.

+ Including advertising sales / PR / marketing department in media organizations.

Notes: (1) Manpower Demand includes the number of existing employees and vacancies.

(2) Figures may not add up to their totals due to rounding.

Figure 8 Percentage Share of MC Employees in the Labour Force  
(December 2001 – February 2010)



	December 2001	December 2003	December 2005	February 2008	February 2010
Labour Force* ('000)	3 450.0	3 486.4	3 537.9	3 653.5	3 657.3
MC Employees	19 617	18 598	23 897	28 058	32 243
% Share of MC Employees in the Labour Force	0.57	0.53	0.68	0.77	0.88



MC Employees



Percentage share of MC employees in the labour force

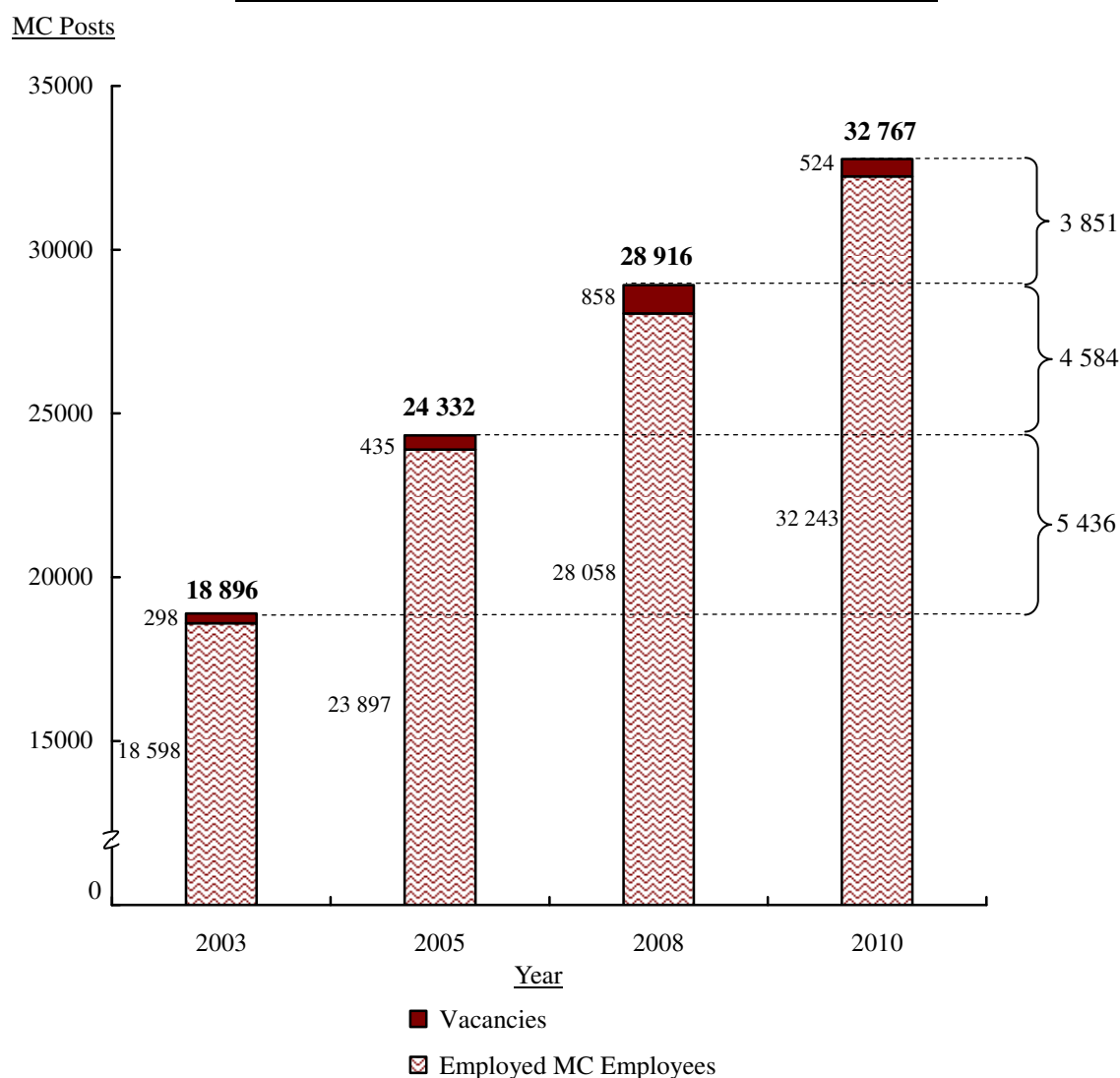
\* Source: Census and Statistics Department.

2.22 The labour market in the MC industry, having improved considerably in December 2005 (28.5% growth over December 2003), stabilised in February 2010 with total MC employment rose to 32 243 MC employees, representing an increase of 14.9% over February 2008 (28 058 MC employees) and 64.4% over December 2001 (19 617 MC employees). However, owing to a slight increase in the total labour force, the percentage share of MC employees in the labour force remained stable at about 0.8% between February 2008 and February 2010.

### Total MC Posts

2.23 Sustained economic expansion has continued to underpin job creation in the MC industry. Overall, there is a 13.3% (3 851) growth in MC posts between February 2008 (28 916) and February 2010 (32 767), after taking into account employment and vacancies as shown in Figure 9. However, as compared with 18.8% growth in MC posts between 2005 and 2008, it is observed that Hong Kong employers may still be more cautious in planning their new MC posts which aligns with a rebound in unemployment rate with 3.6% in 2008 and 5.4% in 2009.

Figure 9 Total MC Posts, Employed and Vacancies  
(December 2003 – February 2010)





## Percentage Distribution of Companies and MC Employees by Employment Size of Company

2.24 Companies that employed 50 or more employees engaged about 74.9% of the MC employees in the journalism sector; nevertheless roughly 8 out of 10 companies in the advertising and public relations sector are small, employing fewer than 10 employees as shown in Figures 10 and 11.

Figure 10 Percentage Distribution of Companies and MC Employees by Employment Size of Company in the Journalism Sector  
(As in February 2010)

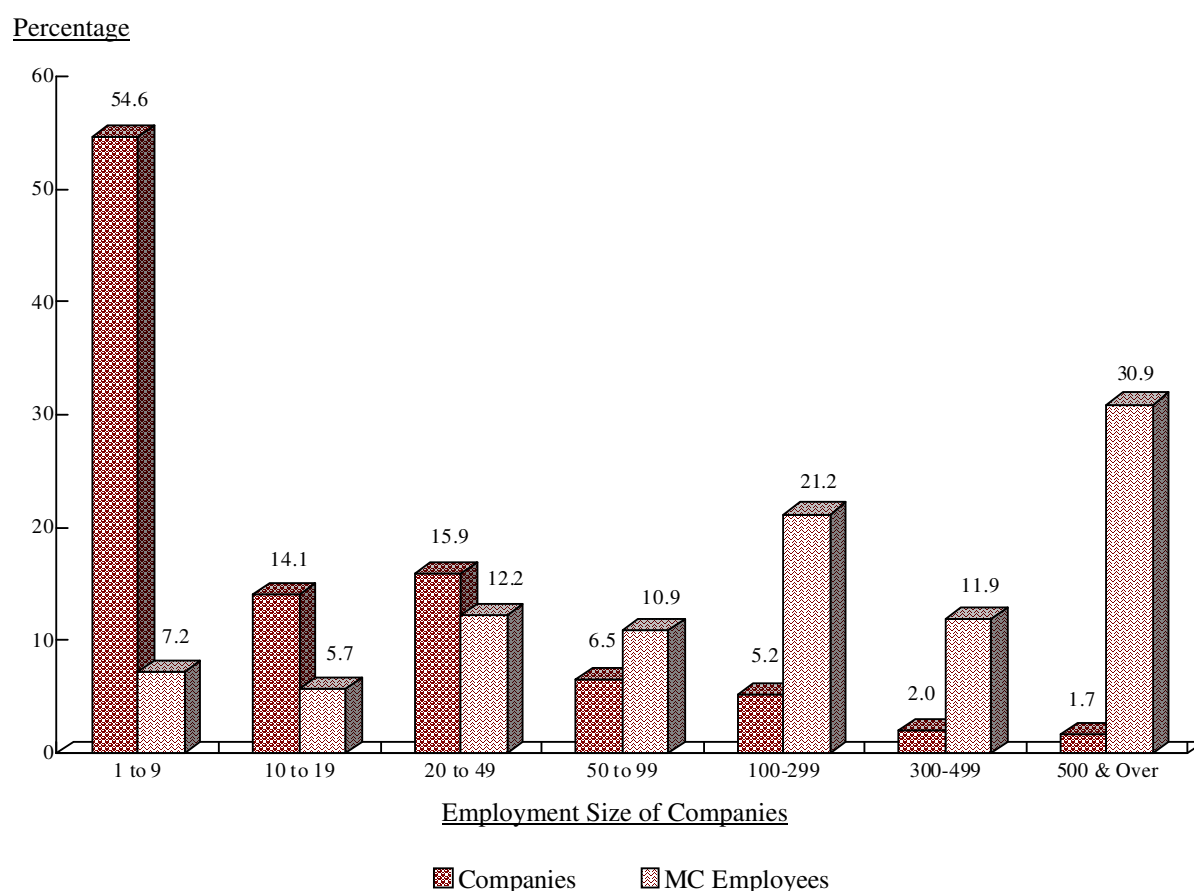
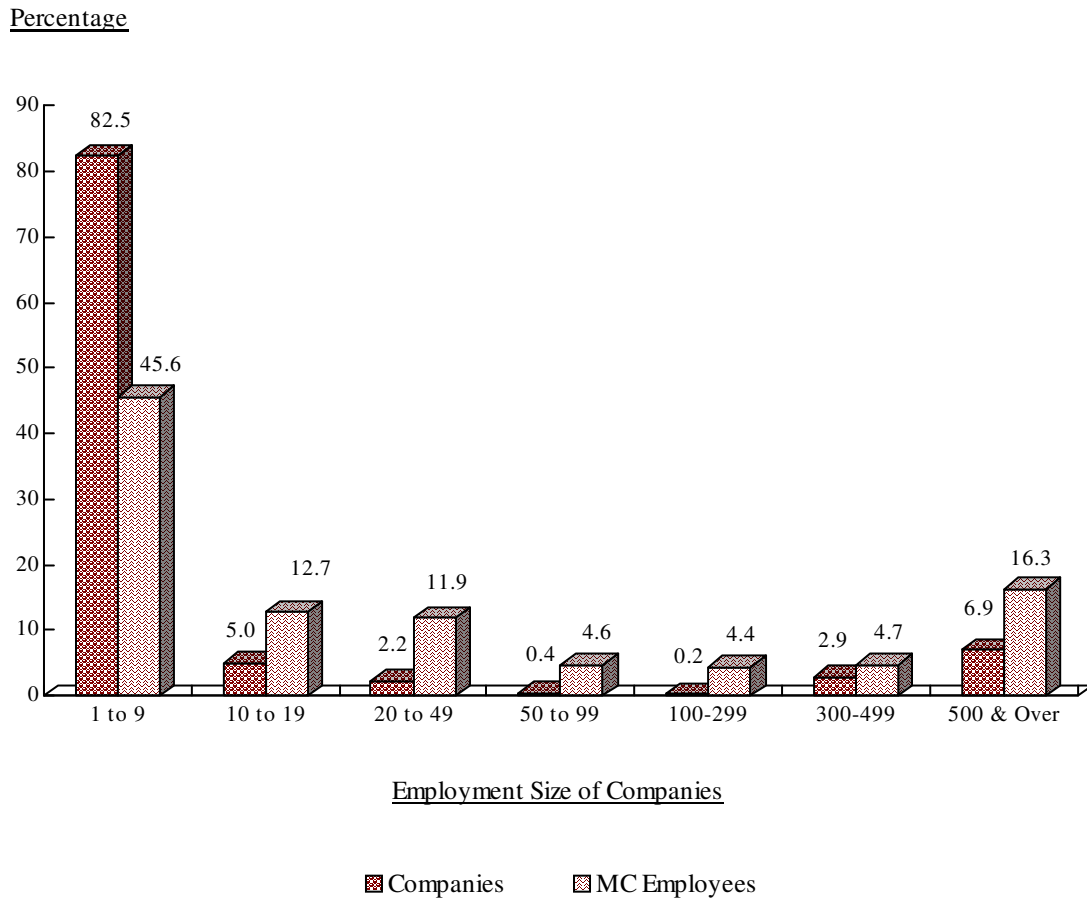


Figure 11 Percentage Distribution of Companies and MC Employees by Employment Size of Company in the Advertising and Public Relations Sector  
(As in February 2010)



### Local MC Employees Working Major for the Website

2.25 At the time of the survey, 514 companies (or 10.1% of the responded 5 106 companies of the survey) had deployed / recruited local MC employees to work major for the website. As regards the percentage of companies having deployed local MC employees to work major for the website by branch shown in Table 2.11, the digital / new media recorded the highest percentage (76.6%), followed by the news department in radio / TV stations (43.3%) and the newspapers (41.2%).

Table 2.11 Number of Companies Having Deployed / Recruited Local MC Employees to Work Major for the Website

Branch		Companies Having Deployed / Recruited Local MC Employees to Work Major for the Website (As in February 2010)				
		Yes	(%)*	No	Unspecified	Total
1. Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	14	(41.2)	20	-	34
2. Magazines		66	(20.4)	258	-	324
3. News Department in Radio / TV Stations		13	(43.3)	17	-	30
4. News Agencies		4	(16.0)	21	-	25
5. Digital / New Media		36	(76.6)	7	4	47
6. Public Relations Services Suppliers		26	(7.0)	338	9	373
7. Advertising Companies, Agencies & other Advertising Services		295	(7.8)	3 447	43	3 785
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		60	(12.3)	415	13	488
Total		514	(10.1)	4 523	69	5 106

\* As a percentage of number of companies by branch.

2.26 Table 2.12 shows the percentage of companies having provided respective items at their websites (in ranking order) by employment size of company. The Training Board observes that among those companies that have deployed / recruited local MC employee to work major for the website, over half of them have used graphics, photo slides and video clips as the major components of their websites. The Training Board considers that building up an attractive and attention grabbing website is a necessity if the company wishes to have successful online business. More detailed analyses of the findings by branch are presented in Appendix 9.

Table 2.12 Percentage of Companies Having Provided Respective Items at their Websites (in Ranking Order) by Employment Size of Companies

Items provided by the Company's Website	Employment Size of Company								Rank
	1-9 %*	10-19 %*	20-49 %*	50-99 %*	100-299 %*	300-499 %*	500 & Over %*	Overall %*	
Graphics	79.9	94.1	94.1	96.0	85.7	100.0	100.0	86.8	1
Photo Slides	80.6	75.0	66.7	80.0	57.1	100.0	87.7	78.6	2
Video Clips	50.0	52.9	41.2	60.0	42.9	100.0	66.7	52.3	3
Audio Clips	29.6	22.1	27.5	40.0	42.9	100.0	49.1	32.7	4
Web Cast	9.2	-	7.8	16.0	28.6	-	22.8	10.3	5

Note : %\* =  $\frac{\text{No. of companies giving the respective answers by employment size of company}}{\text{Total no. of companies having deployed / recruited local MC employees to work major for the website by employment size of company}} \times 100\%$

2.27 Table 2.13 shows that 600 MC employees engaged in the journalism sector (including advertising sales / PR / marketing department in media organizations) and 819 MC employees in the advertising and public relations sector were deployed / recruited to work major for the website.

Table 2.13 No. of Local MC Employees Deployed / Recruited to Work Major for the Website by Branch by Employment Size of Company

Branch		Employment Size of Company								No. of MC Employees Worked Major for the Website and also Took Up Other Tasks/ Duties at the same time
		1-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100-299 (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*	
Journalism Sector <sup>(1)</sup>										
Newspapers (5 659) <sup>+</sup>	Including Advertising Sales / PR / Marketing Department in Media Organizations	- (-)	- (-)	- (-)	3 (0.1)	5 (0.1)	4 (0.1)	77 (1.4)	89 (1.6)	3
Magazines (4 373) <sup>+</sup>		20 (0.5)	22 (0.5)	41 (0.9)	16 (0.4)	12 (0.3)	- (-)	- (-)	111 (2.5)	22
News Department in Radio / TV Stations (2 250) <sup>+</sup>		- (-)	- (-)	34 (1.5)	1 (-)	48 (2.1)	- (-)	18 (0.8)	101 (4.5)	27
News Agencies (240) <sup>+</sup>		- (-)	2 (0.8)	2 (0.8)	- (-)	- (-)	- (-)	- (-)	4 (1.7)	2
Digital / New Media (641) <sup>+</sup>		33 (5.2)	18 (2.8)	91 (14.2)	100 (15.6)	53 (8.3)	- (-)	- (-)	295 (46.0)	58
Sub-total		53 (5.6)	42 (5.5)	168 (10.3)	120 (8.4)	118 (4.3)	4 (0.3)	95 (2.4)	600 (4.6)	112
Advertising and Public Relations Sector										
Public Relations Services Suppliers (2 006) <sup>+</sup>		15 (0.8)	8 (0.4)	13 (0.7)	2 (0.1)	- (-)	- (-)	- (-)	38 (1.9)	10
Advertising Companies, Agencies and other Advertising Services (13 236) <sup>+</sup>		312 (2.4)	83 (0.6)	45 (0.3)	17 (0.1)	15 (0.1)	- (-)	- (-)	472 (3.6)	313
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (4 362) <sup>+</sup>		1 (-)	1 (-)	- (-)	1 (-)	1 (-)	63 (1.4)	242 (5.6)	309 (7.1)	235
Sub-total		328 (3.7)	92 (3.7)	58 (2.5)	20 (2.2)	16 (1.9)	63 (6.9)	242 (7.6)	819 (4.2)	558
Total (32 767) <sup>+</sup>		381 (1.2)	134 (0.4)	226 (0.7)	140 (0.4)	134 (0.4)	67 (0.2)	337 (1.0)	1 419 (4.3)	670

\* As a percentage of total number of MC posts by branch.

+ Total number of MC posts by branch.

Notes: (1) The journalism sector including advertising sales / PR / marketing department in media organizations.

(2) Figures may not add up to their totals due to rounding.

2.28 Among all the 1 419 MC employees deployed / recruited to work major for the website, 112 MC employees (18.7% of 600) in the journalism sector and 558 (68.1% of 819) in the advertising and public relations sector have to take up other tasks / duties at the same time. These figures confirm the Training Board's view that existing MC employees are required to have multi-skills to perform multi-tasking in response to the expanding world of digital / new media and the merger or abolishment of some MC posts.

### Local MC Employees Working in the Mainland

2.29 At the time of the survey, 147 companies (or 2.9% of the responded 5 106 companies of the survey) had deployed / recruited local MC employees to work in the Mainland. (The corresponding figure in the 2008 survey was 53 companies or 1.3% of the responded 4 080 companies.) As regards the percentage of companies having deployed local MC employees to work in the Mainland by branch shown in Table 2.14, the digital / new media recorded the highest percentage (17.0%), followed by the news department in radio / TV stations (13.3%) and the advertising companies, agencies and other advertising services (3.0%).

Table 2.14 Number of Companies Having Deployed / Recruited Local MC Employees to Work in the Mainland by Branch

Branch		Companies Having Deployed/Recruited Local MC Employees to Work in the Mainland (As in February 2010)				
		Yes	(%)*	No	Unspecified	Total
1. Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	-	(-)	34	-	34
2. Magazines		8	(2.5)	316	-	324
3. News Department in Radio / TV Stations		4	(13.3)	25	1	30
4. News Agencies		-	(-)	25	-	25
5. Digital / New Media		8	(17.0)	35	4	47
6. Public Relations Services Suppliers		2	(0.5)	362	9	373
7. Advertising Companies, Agencies & other Advertising Services		114	(3.0)	3 628	43	3 785
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		11	(2.3)	441	36	488
Total		147	(2.9)	4 866	93	5 106

\* As a percentage of number of companies by branch.

2.30 Table 2.15 shows that 76 local MC employees engaged in the journalism sector (including advertising sales / PR / marketing department in media organizations) and 217 local MC employees in the advertising and public relations sector were deployed / recruited to work in the Mainland. (The corresponding figures in the 2008 survey were 105 local MC employees in the journalism sector and 115 in the advertising and public relations sector.) Within which, 75 MC employees at the executional level were engaged in account executive and media planner jobs, and 100 MC employees at supporting / technical level in designer jobs under the advertising companies, agencies and other advertising services (with the employment size of company 1 – 9). More detailed analyses of the findings by branch by job level are presented in Appendix 12.

Table 2.15 Number of Local MC Employees Deployed / Recruited to Work in the Mainland by Sector by Job Level by Employment Size of Company

Job Level \ Employment Size of Company	1-9	10-19	20-49	50-99	100-299	300-499	500 & Over	Overall
<b>Journalism Sector <sup>(1)</sup></b>								
Managerial	-	-	3	3	-	-	-	6
Supervisory	3	15	7	4	3	-	-	32
Editorial / Production	4	-	12	8	7	-	-	31
Supporting / Technical	3	-	2	2	-	-	-	7
<b>Sub-total</b>	<b>10</b>	<b>15</b>	<b>24</b>	<b>17</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>76</b>
<b>Advertising and Public Relations Sector</b>								
Managerial	-	3	1	1	2	-	5	12
Supervisory	6	-	4	2	2	6	10	30
Executorial	75	-	-	-	-	-	-	75
Supporting / Technical	100	-	-	-	-	-	-	100
<b>Sub-total</b>	<b>181</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>217</b>
<b>Total</b>	<b>191</b>	<b>18</b>	<b>29</b>	<b>20</b>	<b>14</b>	<b>6</b>	<b>15</b>	<b>293</b>

- Notes: (1) Number of local MC employees deployed / recruited to work in the Mainland in the advertising sales / public relations / marketing department in media organizations has been distributed among various job levels in the journalism sector.  
(2) Figures may not add up to their totals due to rounding.

2.31 The Training Board observes that Hong Kong possesses a pool of MC talents working for the journalism sector and the advertising and public relations sector with intimate knowledge of MC products and services, languages and business culture in the Mainland. With more overseas companies setting up their regional operations in Hong Kong as the first step to entering the Mainland market and with the opening up of new business opportunities offered by the recent market liberalization and trade facilitation measures under the signing of supplement VII to the Closer Economic Partnership Arrangement (CEPA) in May 2010, the number of companies having to deploy / recruit local MC employees to work in the Mainland will be growing steadily.

## Manpower Changes by Job Level

2.32 All job levels have recorded an increase in number of MC employees when compared with the last survey. The total manpower in the journalism sector has increased by 2 077 MC employees from 7 828 in February 2008 to 9 905 in February 2010, representing an increase of 26.5% over the two-year period. In the advertising and public relations sector, the total manpower has increased by 2 108 MC employees from 20 230 in February 2008 to 22 338 in February 2010, representing an increase of 10.4% over the two-year period. The changes in the number of MC employees between February 2008 and February 2010 by sector by job level are shown in Table 2.16.

Table 2.16 Changes in the Number of MC Employees by Sector by Job Level  
(February 2008 – February 2010)

Job Level	No. of MC Employees			
	February 2008	February 2010	Increase / Decrease	% Changes
<b>Journalism Sector</b>				
Managerial	313	355	42	13.4
Supervisory	910	1 252	342	37.6
Editorial / Production	4 922	6 197	1 275	25.9
Supporting / Technical	1 683	2 101	418	24.8
<b>Sub-total</b>	<b>7 828</b>	<b>9 905</b>	<b>2 077</b>	<b>26.5</b>
<b>Advertising and Public Relations Sector <sup>+</sup></b>				
Managerial	2 718	2 817	99	3.6
Supervisory	5 007	5 259	252	5.0
Executorial	12 429	12 887	458	3.7
Supporting / Technical	76	1 375	1 299	1 709.2
<b>Sub-total</b>	<b>20 230</b>	<b>22 338</b>	<b>2 108</b>	<b>10.4</b>
<b>Total</b>	<b>28 058</b>	<b>32 243</b>	<b>4 185</b>	<b>14.9</b>

+ Including advertising sales / PR / marketing department in media organizations.

Note : Figures may not add up to their totals due to rounding.

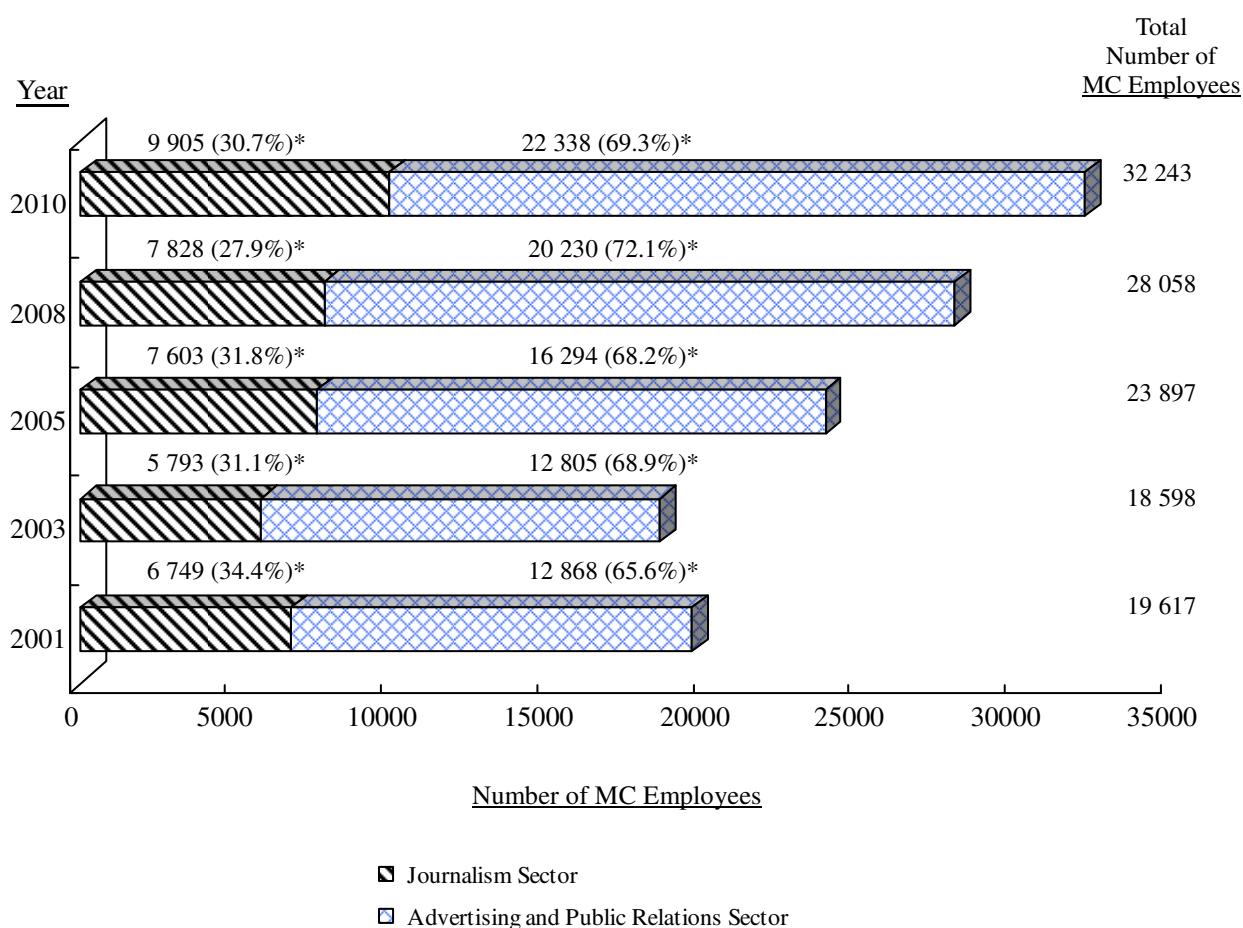
2.33 The Training Board observes that the overall growth of 14.9% in the number of MC employees from February 2008 (28 058) to February 2010 (32 243) is generally reliable in reflecting the manpower situation of the MC industry at the time of the survey. As compared with the overall increase of 17.4% in the number of MC employees from December 2005 (23 897) to February 2008 (28 058), the Training Board considers that the labour market in the MC industry continue to display signs of consolidation over the past two years.

2.34 Among the job levels, the number of MC employees at the supporting / technical level has the greatest increase from 76 to 1 375 (1 709.2%) in the advertising and public relations sector. The Training Board believes that the considerable increase is on account of significant growth of supporting / technical employees (such as designer, web designer, webmaster, technician, and promoter) recruited as freelancers in this round of survey, particularly in the advertising companies, agencies and other advertising services.

### Manpower Changes by Sector by Branch

2.35 Over the past two years, the number of MC employees increased by 14.9% (4 185) and the increase was mainly attributed to the journalism sector. The distribution of MC employees by sector from December 2001 to February 2010 is shown in Figure 12. Table 2.17 shows the changes in the number of MC employees between February 2008 and February 2010 by sector by branch.

Figure 12 Distribution of MC Employees by Sector  
(December 2001 – February 2010)



\* As a percentage of number of MC employees in the respective survey.



Table 2.17 Changes in the Number of MC Employees by Sector by Branch  
(February 2008 – February 2010)

Branch	No. of MC Employees			
	February 2008	February 2010	Increase / Decrease	% Changes
<b>Journalism Sector</b>				
Newspapers	3 734	4 548	814	21.8
Magazines	2 047	3 105	1 058	51.7
News Department in Radio / TV Stations	1 642	1 740	98	6.0
News Agencies	249	174	-75	-30.1
Digital / New Media	156	338	182	116.7
<b>Sub-total</b>	<b>7 828</b> <b>(27.9%) #</b>	<b>9 905</b> <b>(30.7%) #</b>	<b>2 077</b>	<b>26.5</b>
<b>Advertising and Public Relations Sector</b>				
Public Relations Services Suppliers	1 696	1 952	256	15.1
Advertising Sales / PR / Marketing Department in Media Organizations	2 258	3 081	823	36.5
Advertising Companies, Agencies & other Advertising Services	12 887	13 025	138	1.1
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	3 389	4 280	891	26.3
<b>Sub-total</b>	<b>20 230</b> <b>(72.1%) #</b>	<b>22 338</b> <b>(69.3%) #</b>	<b>2 108</b>	<b>10.4</b>
<b>Total</b>	<b>28 058</b> <b>(100.0%) #</b>	<b>32 243</b> <b>(100.0%) #</b>	<b>4 185</b>	<b>14.9</b>

# As a percentage of number of MC employees in the respective survey.  
Note: Figures may not add up to their totals due to rounding.

2.36 Benefiting from the strong advertising revenue and growing viewership at new media platforms, MC employees engaged in the digital / new media enjoy the highest growth rate of 116.7% (182) from February 2008 to February 2010, followed by magazines 51.7% (1 058) and advertising sales / PR / marketing department in media organizations 36.5% (823). Whilst MC job losses (30.1% or 75) were experienced in the news agencies over the two-year period owing to moderation in business activity.

## ***Employers' Requirements / Expectations of Employees' Competencies and the Average Monthly Income of their MC Employees***

### **Employers' Preferred Educational Levels of MC Employees**

2.37 The survey reveals that in general the majority of employers preferred their MC employees at almost all job levels to have bachelor degrees. Only for the supporting / technical level, employers preferred their MC employees to possess diploma / higher certificate / certificate qualification. The educational levels preferred by most employers for their MC employees by job level by sector are shown in Table 2.18. More detailed analyses of the findings by branch by job title are presented in Appendix 6.

Table 2.18 Employers' Most Preferred Educational Levels of MC Employees by Job Level by Sector

Job Level	Sector	Preferred Educational Level	As a Percentage of Number of MC Employees by Job Level by Sector
Managerial	Journalism (355)*	Bachelor Degree (323) <sup>#</sup>	91.0%
	Advertising and Public Relations (2 817)*	Bachelor Degree (2 060) <sup>#</sup>	73.1%
Supervisory	Journalism (1 252)*	Bachelor Degree (1 031) <sup>#</sup>	82.4%
	Advertising and Public Relations (5 259)*	Bachelor Degree (3 549) <sup>#</sup>	67.5%
Editorial / Production / Executional	Journalism (6 197)*	Bachelor Degree (3 607) <sup>#</sup>	58.2%
	Advertising and Public Relations (12 887)*	Bachelor Degree (4 673) <sup>#</sup>	36.3%
Supporting / Technical	Journalism (2 101)*	Diploma / Higher Certificate / Certificate (814) <sup>#</sup>	38.7%
	Advertising and Public Relations (1 375)*	Diploma / Higher Certificate / Certificate (721) <sup>#</sup>	52.4%
<b>Overall</b>	<b>Journalism (9 905)*</b>	<b>Bachelor Degree (5 181)<sup>#</sup></b>	<b>52.3%</b>
	<b>Advertising and Public Relations (22 338)*</b>	<b>Bachelor Degree (10 360)<sup>#</sup></b>	<b>46.4%</b>

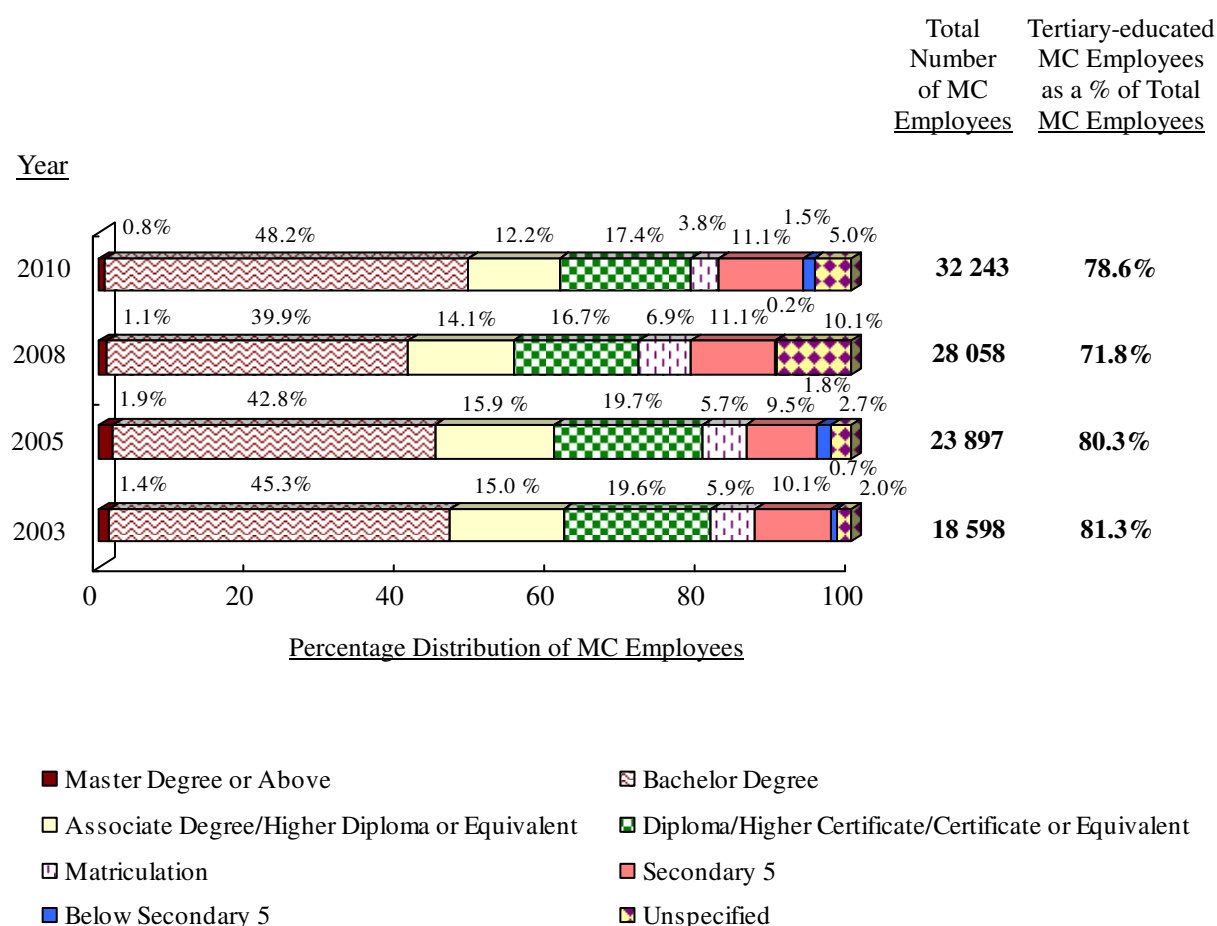
\* Total number of MC employees by sector by job level.

# Total number of MC employees by preferred educational level by sector by job level.

2.38 The Training Board observes that employers generally preferred their MC employees (78.6%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications). For instance, 80.3% and 3.9% of the Group Account Director / Account Director require a bachelor degree and an associate degree / higher diploma respectively (2008 survey: 78.9% and 4.6%).

2.39 Over the past six years, the profile of MC manpower by preferred educational level did not differ much. 49.0% of MC employees were preferred to have bachelor degree or above qualifications, and 29.6% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2010. (2008 survey: 41.0% and 30.8%). These percentages were significantly higher than the percentage of employed persons in the labour force aged 15 years and above with tertiary qualifications in Q1 2010 (i.e. 23.0% at post-secondary degree level and 8.6% at post-secondary non-degree level). (Source: Labour force figures from the Quarterly Report on General Household Survey – April to June 2010 published by the Census and Statistics Department). The Training Board considers that the MC industry is one of the knowledge-intensive sectors requiring more highly educated manpower. A comparison of the profile of MC manpower by preferred educational level over the six-year period is shown in Figure 13.

Figure 13 Profile of MC Manpower by Preferred Educational Level  
(December 2003 – February 2010)



## Employers' Preferred Years of Relevant Experience of MC Employees

2.40 The survey reveals that in general the majority of employers in the journalism sector preferred MC employees with 10 years to less than 15 years of relevant experience for managerial level, 5 years to less than 7 years for supervisory level, 2 years to less than 5 years for editorial / production level and supporting / technical level; while employers in the advertising and public relations sector preferred MC employees with 7 years to less than 15 years of relevant experience for managerial level, 5 years to less than 7 years for supervisory level, 2 years to less than 5 years for executional level and less than 2 years for supporting / technical level. A summary of the employers' preferred years of relevant experience of MC employees by sector / branch by job level is given in Table 2.19. More detailed analyses of the findings by branch by job title are presented in Appendix 7.

Table 2.19 Employers' Preferred Years of Relevant Experience of MC Employees by Sector / Branch by Job Level

Branch \ Job Level	Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
<b>Journalism Sector</b>				
Newspapers	15 years or over	7 to less than 10 years	2 to less than 5 years	2 to less than 5 years
Magazines	10 to less than 15 years	5 to less than 7 years	5 to less than 7 years	2 to less than 5 years
News Department in Radio / TV Stations	10 years or over	10 to less than 15 years	7 to less than 10 years	Less than 2 years
News Agencies	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	Less than 2 years
Digital / New Media	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years
<b>Advertising and Public Relations Sector</b>				
Public Relations Services Suppliers	7 to less than 10 years	5 to less than 7 years	2 to less than 5 years	-
Advertising Sales / PR / Marketing Department in Media Organizations	10 to less than 15 years	7 to less than 10 years	2 to less than 5 years	-
Advertising Companies, Agencies and other Advertising Services	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	7 to less than 10 years	5 to less than 7 years	2 to less than 5 years	Less than 2 years

2.41 The Training Board observes that employers generally preferred their MC employees to have substantial relevant experience in the industry. For instance, 47.4% of the Senior Reporter / Reporter require having 2 years to less than 5 years' relevant experience and 15.6% of them require having 5 years to less than 7 years' relevant experience.

## Income Distribution

2.42 The majority of MC employees in the journalism sector in general earned a total average monthly income (which included basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus) from \$30,001 to \$80,000 for managerial level, from \$12,001 to \$50,000 for supervisory level, from \$8,001 to \$30,000 for editorial / production level, and from \$8,001 to \$20,000 for supporting / technical level. The income distribution of MC employees in the journalism sector by branch by job level is shown in Table 2.20. As this was not a wage survey, the information obtained was for cross-checking purpose only.

Table 2.20 Average Monthly Income Range of MC Employees in the Journalism Sector by Branch by Job Level

Number of MC Employees									
Job Level	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	All
<b>Newspapers</b>									
Managerial	-	-	-	-	6	124	9	14	153
Supervisory	-	1	3	152	337	1	-	19	513
Editorial / Production	2	5	2 124	462	35	-	-	273	2 901
Supporting / Technical	2	424	467	-	5	-	-	83	981
<b>Sub-total</b>	<b>4</b>	<b>430</b>	<b>2 594</b>	<b>614</b>	<b>383</b>	<b>125</b>	<b>9</b>	<b>389</b>	<b>4 548</b>
<b>Magazines</b>									
Managerial	-	-	11	36	23	24	32	28	154
Supervisory	-	29	103	73	62	2	-	74	343
Editorial / Production	277	300	518	426	57	-	-	460	2 038
Supporting / Technical	97	217	184	4	1	-	-	67	570
<b>Sub-total</b>	<b>374</b>	<b>546</b>	<b>816</b>	<b>539</b>	<b>143</b>	<b>26</b>	<b>32</b>	<b>629</b>	<b>3 105</b>
<b>News Department in Radio and Television Stations</b>									
Managerial	-	-	-	-	4	8	11	10	33
Supervisory	-	-	-	177	70	45	-	38	330
Editorial / Production	-	45	410	383	14	-	-	141	993
Supporting / Technical	10	49	256	-	-	-	-	69	384
<b>Sub-total</b>	<b>10</b>	<b>94</b>	<b>666</b>	<b>560</b>	<b>88</b>	<b>53</b>	<b>11</b>	<b>258</b>	<b>1 740</b>
<b>News Agencies</b>									
Managerial	-	-	2	4	-	-	2	3	11
Supervisory	-	2	16	-	9	1	-	9	37
Editorial / Production	4	52	29	9	2	-	-	22	118
Supporting / Technical	3	3	-	-	-	-	-	2	8
<b>Sub-total</b>	<b>7</b>	<b>57</b>	<b>47</b>	<b>13</b>	<b>11</b>	<b>1</b>	<b>2</b>	<b>36</b>	<b>174</b>

Job Level	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	All
<b>Digital / New Media</b>									
Managerial	-	-	-	-	1	2	-	1	4
Supervisory	-	-	3	12	2	-	-	12	29
Editorial / Production	5	23	63	49	-	-	-	7	147
Supporting / Technical	-	21	38	52	-	-	-	47	158
<b>Sub-total</b>	<b>5</b>	<b>44</b>	<b>104</b>	<b>113</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>67</b>	<b>338</b>
<b>Total</b>	<b>400 (4.0)*</b>	<b>1 171 (11.8)*</b>	<b>4 227 (42.7)*</b>	<b>1 839 (18.6)*</b>	<b>628 (6.3)*</b>	<b>207 (2.1)*</b>	<b>54 (0.6)*</b>	<b>1 379 (13.9)*</b>	<b>9 905 (100.0)*</b>

\* As a percentage of number of MC employees in the journalism sector.

2.43 The majority of MC employees in the advertising and public relations sector earned a total average monthly income from \$20,001 to \$50,000 for managerial level, from \$12,001 to \$50,000 for supervisory level, from \$8,001 to \$30,000 for executional level, and from \$8,001 to \$20,000 for supporting / technical level. The income distribution of MC employees in the advertising and public relations sector by branch by job level is shown in Table 2.21. More detailed analyses of the findings by branch by job title are presented in Appendix 8.

Table 2.21 Average Monthly Income Range of MC Employees in the Advertising and Public Relations Sector by Branch by Job Level

Number of MC Employees

Job Level	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	All
<b>Public Relations Services Suppliers</b>									
Managerial	-	-	13	13	61	51	67	108	313
Supervisory	-	40	96	133	118	12	-	91	490
Executional	157	192	387	58	23	-	-	307	1 124
Supporting / Technical	20	-	-	-	-	-	-	5	25
<b>Sub-total</b>	<b>177</b>	<b>232</b>	<b>496</b>	<b>204</b>	<b>202</b>	<b>63</b>	<b>67</b>	<b>511</b>	<b>1 952</b>
<b>Advertising Sales / PR / Marketing Department in Media Organizations</b>									
Managerial	-	-	14	77	221	106	71	142	631
Supervisory	-	15	310	313	82	31	-	198	949
Executional	37	243	737	32	46	-	-	406	1 501
Supporting / Technical	-	-	-	-	-	-	-	-	-
<b>Sub-total</b>	<b>37</b>	<b>258</b>	<b>1 061</b>	<b>422</b>	<b>349</b>	<b>137</b>	<b>71</b>	<b>746</b>	<b>3 081</b>
<b>Advertising Companies, Agencies and Other Advertising Services</b>									
Managerial	-	50	76	208	196	123	102	331	1 086
Supervisory	-	417	717	663	342	27	2	627	2 795
Executional	914	1 984	2 519	759	89	-	-	1 570	7 835
Supporting / Technical	396	346	307	7	25	-	-	228	1 309
<b>Sub-total</b>	<b>1 310</b>	<b>2 797</b>	<b>3 619</b>	<b>1 637</b>	<b>652</b>	<b>150</b>	<b>104</b>	<b>2 756</b>	<b>13 025</b>

Job Level	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified	All
<b>Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions</b>									
Managerial	-	-	7	109	116	162	61	332	787
Supervisory	-	-	223	176	249	20	-	357	1 025
Executorial	70	233	741	509	150	-	-	724	2 427
Supporting / Technical	-	15	7	-	5	-	-	14	41
<i>Sub-total</i>	<i>70</i>	<i>248</i>	<i>978</i>	<i>794</i>	<i>520</i>	<i>182</i>	<i>61</i>	<i>1 427</i>	<i>4 280</i>
<b>Total</b>	<b>1 594 (7.1)*</b>	<b>3 535 (15.8)*</b>	<b>6 154 (27.6)*</b>	<b>3 057 (13.7)*</b>	<b>1 723 (7.7)*</b>	<b>532 (2.4)*</b>	<b>303 (1.4)*</b>	<b>5 440 (24.4)*</b>	<b>22 338 (100.0)*</b>

\* As a percentage of number of MC employees in the advertising and public relations sector.

2.44 Table 2.22 shows that employment income has been rising steadily in the MC industry since December 2005. The Training Board considers that 7.1% of MC employees in the advertising and public relations sector in the current survey earned a total average monthly income of \$8,000 or below is mainly attributed to the high number of freelancers engaged in the advertising companies, agencies and other advertising services, particular in the employment size of company 1 - 9 (Table 2.5), whereby the freelancers may charge by the day or hour, or on a per-project basis.

Table 2.22 Income Distribution of MC Employees by Sector  
(December 2005 – February 2010)

Year	Average Monthly Income Range							
	\$8,000 Or Below (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 Or Above (%)*	Unspecified (%)*
<b>Journalism Sector</b>								
2005 (7 603) #	20 (0.3)	996 (13.1)	2 791 (36.7)	1 119 (14.7)	571 (7.5)	272 (3.6)	105 (1.4)	1 729 (22.7)
2008 (7 797) #	8 (0.1)	470 (6.0)	2 994 (38.4)	1 087 (13.9)	854 (11.0)	149 (1.9)	29 (0.4)	2 206 (28.3)
2010 (9 905) #	400 (4.0)	1 171 (11.8)	4 227 (42.7)	1 839 (18.6)	628 (6.3)	207 (2.1)	54 (0.6)	1 379 (13.9)
<b>Advertising and Public Relations Sector</b>								
2005 (16 294) #	374 (2.3)	3 152 (19.3)	5 072 (31.1)	2 779 (17.1)	1 630 (10.0)	469 (2.9)	472 (2.9)	2 346 (14.4)
2008 (20 261) #	37 (0.2)	5 284 (26.1)	6 133 (30.3)	2 836 (14.0)	1 469 (7.3)	530 (2.6)	233 (1.1)	3 739 (18.4)
2010 (22 338) #	1 594 (7.1)	3 535 (15.8)	6 154 (27.6)	3 057 (13.7)	1 723 (7.7)	532 (2.4)	303 (1.4)	5 440 (24.4)

\* As a percentage of number of MC employees by sector in the respective year.

# Total number of MC employees by sector in the respective year.

2.45 More recent data from the General Household Survey of the Census and Statistics Department indicated that the median monthly employment earnings of employed persons (excluding foreign domestic helpers) accelerated to a year-on-year growth rate of 4.5% in money terms in the first quarter of 2010. The Training Board observes that nominal pay rises were found almost in all job levels in the MC industry between December 2005 and February 2010. However, due to the differences in demand and supply conditions, the average monthly income range of MC employees by job level varied across different branches in the journalism sector (Tables 2.20) and the advertising & public relations sector (Table 2.21).

### Existing MC Employees' Skills / Knowledge Need to Enhance

2.46 The survey reveals that employers of the industry were generally satisfied with the skills / knowledge of their existing MC employees. However, a percentage of employers indicated their existing MC employees' skills / knowledge need to enhance in response to the various changes (including Hong Kong's transformation into a knowledge-based economy). A summary of the findings by percentage of companies having indicated their MC employees' skills / knowledge need to enhance (ranked in descending order of popularity) by sector is shown in Table 2.23. More detailed analyses of the findings by job level and by branch are shown in Appendix 10.

Table 2.23 Percentage of Companies Having Indicated their MC Employees' Skills / Knowledge Need to Enhance (Ranked in Descending Order of Popularity) by Sector

Skills / Knowledge	Overall		Journalism Sector		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Putonghua	1	49.0	3	42.2	1	49.5
Multimedia knowledge and applications	2	42.4	30	14.1	2	44.7
Spoken English	3	42.1	13	27.1	3	43.3
Web site design and supporting skills	4	36.5	27	17.7	4	38.0
Written English	5	35.7	15	25.0	5	36.5
Creativity and cultural insights	6	34.4	37	9.9	6	36.4
Industry practices in the mainland of China	7	29.6	11	28.1	8	29.7
Marketing management	8	29.5	2	43.2	9	28.5
Production management	9	28.7	7	32.3	10	28.4
Innovative media research and applications	10	28.6	31	13.0	7	29.9
Cross-cultural knowledge	11	26.5	8	32.3	14	26.0
Written Chinese	12	26.5	10	29.2	13	26.3
Sales / marketing strategic planning	13	26.4	36	9.9	11	27.7
PR consultation / presentation skills	14	26.0	34	11.5	12	27.1
Political system, social and economic development in the mainland of China	15	24.4	5	34.9	16	23.5



Skills / Knowledge	Overall		Journalism Sector		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Account and strategic planning	16	24.1	40	8.3	15	25.3
Corporate communications / public relations / public affairs management	17	22.5	17	23.4	17	22.4
Laws and regulatory restrictions for access to China's market	18	22.1	9	30.2	18	21.5
Consumer database management	19	20.4	35	9.9	19	21.3
Project management	20	20.3	39	8.9	20	21.2
Strategic planning management	21	20.2	12	27.1	21	19.6
Financial management	22	19.0	23	19.3	22	19.0
Market research applications	23	17.9	32	12.0	23	18.4
Human resources management	24	17.7	18	22.4	24	17.3
Media planning and market research	25	15.8	38	9.4	25	16.3
Crisis management	26	14.9	21	20.3	26	14.5
Translation	27	12.7	20	21.4	27	12.0
Computer literacy skills	28	8.8	6	33.9	28	6.8
Innovative media technology products	29	8.4	1	43.8	29	5.6
Application of new media technologies in editorial work	30	8.1	4	39.6	30	5.6
Integration of the Internet with journalism	31	5.7	19	21.9	32	4.5
Multi-tasking skills	32	5.6	24	19.3	31	4.5
Reporting and editing skills	33	5.3	16	24.5	35	3.8
Intellectual property and copyright law	34	5.3	26	18.2	33	4.3
Print / TV / media production skills	35	4.5	29	15.6	36	3.6
Media law and ethics	36	4.5	22	20.3	38	3.3
Critical thinking skills and cross-disciplinary knowledge	37	4.5	28	16.7	37	3.5
Strategic news planning	38	4.3	25	18.8	39	3.2
Integration of new technology with the news work flow	39	4.1	14	25.5	41	2.4
Others industry specific skills (Advertising and Public Relations Sector) (including advertising graphic design, windows-display design, application of designing software, knowledge of printing & publishing, and high definition photography)	40	3.7	47	-	34	4.0
Audience research	41	3.6	33	11.5	40	2.9
Other innovative media technology (Advertising and Public Relations Sector) (including programming)	42	1.0	45	-	42	1.0
Other language skills (including Japanese)	43	0.1	41	1.0	45	-

\* As a percentage of number of responding case by sector.

2.47 The Training Board considers that the ability to compete and succeed in the global information economy hinges on the quality and skills of a reservoir of MC manpower. Therefore, the development of a skilled MC workforce with higher standard of professional ethics in the workplace is essential for the long term development of Hong Kong. A comparison of the top essential skills / knowledge (ranked in descending order of popularity) by sector that the existing MC employees in the industry need to enhance is shown in Table 2.24.

Table 2.24 Comparison of Top Essential Skills / Knowledge by Sector  
(Ranked in Descending Order of Popularity)

Rank	Journalism Sector	Advertising and Public Relations Sector
1	Innovative media technology products	Putonghua
2	Marketing management	Multimedia knowledge and applications
3	Putonghua	Spoken English
4	Application of new media technologies in editorial work	Web site design and supporting skills
5	Political system, social and economic development in the mainland of China	Written English
6	Computer literacy skills	Creativity and cultural insights
7	Production management	Innovative media research and applications
8	Cross-cultural knowledge	Industry practices in the mainland of China

2.48 The Training Board observes that the top essential skill / knowledge in the journalism sector and the advertising & public relations sector are “Innovative media technology products” and “Putonghua” respectively. The Training Board also observes that the emergence of various types of management and media technology skills within the top eight has reflected the situation that companies are more aware of the establishment of the above skills / knowledge to enhance their competitiveness in the globally connected world.

## ***Manpower Training and Development Plan***

### **Training Needs of Existing MC Employees**

2.49 The survey reveals that employers would plan to provide / sponsor training in respect of skills and knowledge to 4 652 MC employees (in terms of man-times) in the next 12 months. The large number of MC employees to be trained confirms the Training Board’s view that MC training is important to employers to enhance their employees’ skills attainment and to sustain competitiveness in the global economy. The number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months by sector by job level by type of skills / knowledge is shown in Table 2.25. More detailed analyses of the findings by sector by branch by job level by type of skills / knowledge are presented in Appendix 11.

Table 2.25 Number of MC Employees (in terms of Man-Times)  
in respect of Manpower Training to be Sponsored  
by Employers in the Next 12 Months by Sector  
by Job Level by Type of Skills / Knowledge

<div>Type of Skills / Knowledge</div> <div>Job Level</div>	Management Skills	China-related Knowledge	Language Skills	Innovative Media Technology		Industry Specific Skills		Others*	Overall
				Journalism Sector	Advertising and Public Relations Sector	Journalism Sector	Advertising and Public Relations Sector		
Journalism Sector <sup>(1)</sup>									
Managerial	11	7	1	2	5	2	-	-	28
Supervisory	17	11	-	24	7	7	1	-	67
Editorial / Production	34	25	1	49	23	22	6	-	160
Supporting / Technical	-	2	-	14	6	-	-	-	22
Sub-total	62	45	2	89	41	31	7	-	277
Rank	2	3	7	1	4	5	6	8	-
Advertising and Public Relations Sector									
Managerial	304	137	134	8	123	21	165	-	892
Supervisory	232	169	260	52	341	25	416	-	1 495
Executional	82	143	314	49	514	33	653	25	1 813
Supporting / Technical	25	1	30	-	3	-	116	-	175
Sub-total	643	450	738	109	981	79	1 350	25	4 375
Rank	4	5	3	6	2	7	1	8	-
Total	705	495	740	198	1 022	110	1 357	25	4 652

\* Others (including Windows-display design under the executional level of the advertising companies, agencies and other advertising services).

Note: (1) Number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various job levels in the journalism sector.

2.50 The Training Board considers that employers will normally be prepared to invest in training existing MC employees in any new technology that is critical to their operations so that employees can reasonably expect a lifetime of technical challenge to stimulate them in the ever-changing world of MC.

## Manpower Growth and Forecast

### Employers' Forecast of MC Manpower Demand by February 2011

2.51 Employers forecast that there would be 32 863 MC posts by February 2011, an increase of 0.3% (96) over the number of existing MC posts (32 767). Among the sectors, the number of MC posts recorded a slight increase of 0.4% (35) in the journalism sector and 0.3% (61) in the advertising and public relations sector. The highest expected growth in Account Executive (27), followed by Director of Strategic Planning (13) of the advertising companies, agencies & other advertising services may imply that more MC employees would be engaged in the strategic planning and marketing / sales related jobs to meet the needs of the market. Employers' forecast of MC manpower demand by February 2011 by sector by job level is shown in Table 2.26. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

Table 2.26 Employers' Forecast of MC Manpower Demand by February 2011 by Sector by Job Level

Job Level	Manpower Demand <sup>(1)</sup> in February 2010	February 2011 Forecast Manpower Growth (%) <sup>*</sup>	February 2011 Forecast Manpower Demand
<b>Journalism Sector</b>			
Managerial	355	1 (0.3)	356
Supervisory	1 254	4 (0.3)	1 258
Editorial / Production	6 278	20 (0.3)	6 298
Supporting / Technical	2 131	10 (0.5)	2 141
<b>Sub-total</b>	<b>10 018</b>	<b>35 (0.4)</b>	<b>10 053</b>
<b>Advertising and Public Relations Sector <sup>+</sup></b>			
Managerial	2 846	11 (0.4)	2 857
Supervisory	5 301	9 (0.2)	5 310
Executorial	13 212	31 (0.2)	13 243
Supporting / Technical	1 390	10 (0.7)	1 400
<b>Sub-total</b>	<b>22 749</b>	<b>61 (0.3)</b>	<b>22 810</b>
<b>Total</b>	<b>32 767</b>	<b>96 (0.3)</b>	<b>32 863</b>

\* Growth rate as percentage of number of MC posts at the same job level by sector in February 2010.

+ Including advertising sales / PR / marketing department in media organizations.

Notes: (1) Manpower demand includes the number of existing employees and vacancies.

(2) Figures may not add up to the total due to rounding.

## Additional Manpower Requirement by February 2011

2.52 On the basis of employers' forecast of manpower growth by February 2011 (as shown in Table 2.26) and the estimated annual wastage rate of 3.0% adopted, the Training Board has worked out the additional manpower requirement by February 2011 in the journalism and advertising & public relations sectors by branch by job level in Tables 2.27 and 2.28.

Table 2.27 Additional Manpower Requirement in the Journalism Sector by February 2011 by Branch by Job Level

Job Level	No. of MC Employees in February 2010	Employers' Forecast of MC Manpower Growth by February 2011	No. of MC Employees to Replenish Wastage *	Total No. of Additional MC Employees by February 2011
<b>Newspapers</b>				
Managerial	153	1	5	6
Supervisory	513	3	15	18
Editorial / Production	2 901	20	87	107
Supporting / Technical	981	8	29	37
<b>Sub-total</b>	<b>4 548</b>	<b>32</b>	<b>136</b>	<b>168</b>
<b>Magazines</b>				
Managerial	154	-	5	5
Supervisory	343	-	10	10
Editorial / Production	2 038	-5	61	56
Supporting / Technical	570	-	17	17
<b>Sub-total</b>	<b>3 105</b>	<b>-5</b>	<b>93</b>	<b>88</b>
<b>News Department in Radio / TV Stations</b>				
Managerial	33	-	1	1
Supervisory	330	-	10	10
Editorial / Production	993	-	30	30
Supporting / Technical	384	-	12	12
<b>Sub-total</b>	<b>1 740</b>	<b>-</b>	<b>53</b>	<b>53</b>
<b>News Agencies</b>				
Managerial	11	-	-	-
Supervisory	37	-	1	1
Editorial / Production	118	-	4	4
Supporting / Technical	8	-	-	-
<b>Sub-total</b>	<b>174</b>	<b>-</b>	<b>5</b>	<b>5</b>

Job Level	No. of MC Employees in February 2010	Employers' Forecast of MC Manpower Growth by February 2011	No. of MC Employees to Replenish Wastage *	Total No. of Additional MC Employees by February 2011
<b>Digital / New Media</b>				
Managerial	4	-	-	-
Supervisory	29	1	1	2
Editorial / Production	147	5	4	9
Supporting / Technical	158	2	5	7
<b>Sub-total</b>	<b>338</b>	<b>8</b>	<b>10</b>	<b>18</b>
<b>Total</b>	<b>9 905</b>	<b>35</b>	<b>297</b>	<b>332</b>

\* A wastage rate of 3.0% per annum is assumed.

Table 2.28 Additional Manpower Requirement  
in the Advertising and Public Relations Sector  
by February 2011 by Branch by Job Level

Job Level	No. of MC Employees in February 2010	Employers' Forecast of MC Manpower Growth by February 2011	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees by February 2011
<b>Public Relations Services Suppliers</b>				
Managerial	313	-	9	9
Supervisory	490	5	15	20
Executorial	1 124	-1	34	33
Supporting / Technical	25	-	1	1
<b>Sub-total</b>	<b>1 952</b>	<b>4</b>	<b>59</b>	<b>63</b>
<b>Advertising Sales / PR / Marketing Department in Media Organizations</b>				
Managerial	631	1	19	20
Supervisory	949	6	28	34
Executorial	1 501	4	45	49
Supporting / Technical	-	-	-	-
<b>Sub-total</b>	<b>3 081</b>	<b>11</b>	<b>92</b>	<b>103</b>
<b>Advertising Companies, Agencies &amp; other Advertising Services</b>				
Managerial	1 086	10	33	43
Supervisory	2 795	-2	84	82
Executorial	7 835	28	235	263
Supporting / Technical	1 309	10	39	49
<b>Sub-total</b>	<b>13 025</b>	<b>46</b>	<b>391</b>	<b>437</b>

Job Level	No. of MC Employees in February 2010	Employers' Forecast of MC Manpower Growth by February 2011	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees by February 2011
<b>Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions</b>				
Managerial	787	-	24	24
Supervisory	1 025	-	31	31
Executional	2 427	-	73	73
Supporting / Technical	41	-	1	1
<b>Sub-total</b>	<b>4 280</b>	<b>-</b>	<b>129</b>	<b>129</b>
<b>Total</b>	<b>22 338</b>	<b>61</b>	<b>671</b>	<b>732</b>

\* A wastage rate <sup>(1)</sup> of 3% per annum is assumed.

Notes: (1) "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions and for other reasons, out of the total number of MC employees.

(2) Figures may not add up to their total due to rounding.

### Projected Annual Additional Manpower Requirement for 2010/14

2.53 The projection of MC manpower requirement must relate to labour market needs and respond to rapid economic and social changes. Assessment of future manpower demand is not easy and involves the exercise of judgement based upon certain assumptions and economic analysis. The basic assumptions for projecting manpower requirement of the MC industry are shown as follows:

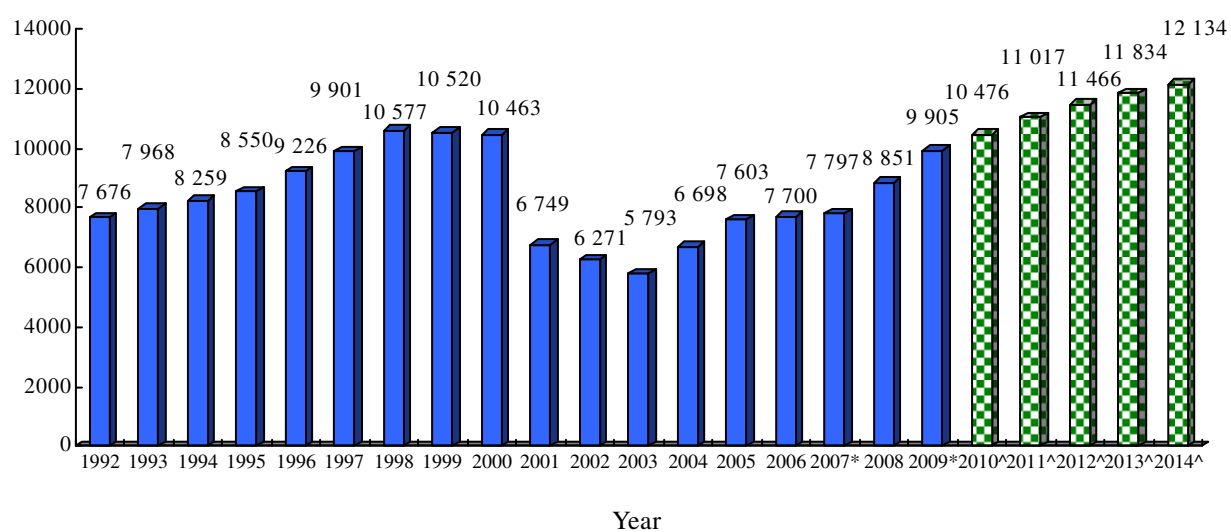
- (i) A continuation of the relatively high levels of economic activities and employment.
- (ii) A continuation of scientific and technological advance, affecting the industrial methods of production, educational services, and consumption patterns.
- (iii) The absence of war or any other cataclysmic events which would substantially alter the rate of economic growth.

2.54 As MC is a rapidly changing and developing field, an accurate manpower projection method is required for educational planning purposes. Since it takes a number of years to educate and train people for MC jobs, industry needs must be anticipated sufficiently far in advance to allow time for training. Failure to anticipate the needs and to develop the required high-level MC manpower may seriously impede economic progress.

2.55 An adaptive filtering method is used to project the annual manpower requirement of the journalism sector for 2010/14. This method produces projections based on the past and present survey data (with heavier weight given to the more recent data). The Training Board selects the most appropriate projection by taking into consideration the socio-economic prospects and overall trend of the industry, employers' one-year forecast, and the annual wastage rate. Manpower projection of the journalism sector for 2010/14 using the adaptive filtering method is shown in Figure 14.

Figure 14 Manpower Projection of the Journalism Sector for 2010/14  
(by Adaptive Filtering Method)

No. of Employees



^ 2010, 2011, 2012, 2013 and 2014 projected data in January and February of the subsequent year.

\* 2007 and 2009 actual survey data in January and February of the subsequent year.

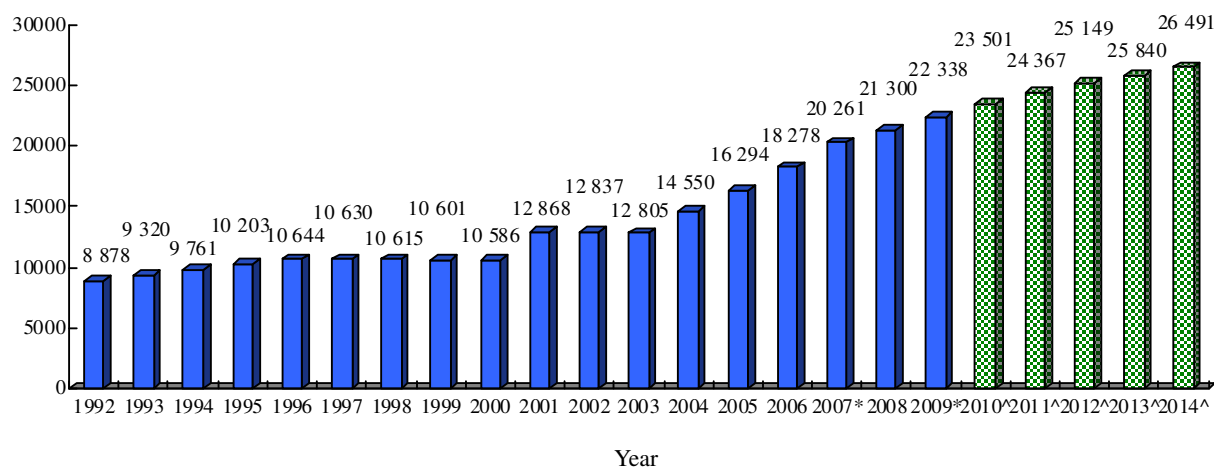
Note: 1993, 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November and December of the year.

2.56 A labour market analysis (LMA) approach is adopted for projecting the annual manpower requirement of the advertising and public relations sector by examining a group of key statistical data / economic indicators collected by a reliable and independent authority that reflect the important changes in local economy, demography and labour market. A variable reduction method called Principal Component Analysis is used to select and create variables / components from the sets of economic indicators for use in building and maintaining the statistical model. Manpower projection of the advertising and public relations sector for 2010/14 using the LMA approach is shown in Figure 15 and the details in Appendix 13.



Figure 15 Manpower Projection of the Advertising and Public Relations Sector for 2010/14 (by Labour Market Analysis Approach)

No. of Employees



^ 2010, 2011, 2012, 2013 and 2014 projected data in January and February of the subsequent year.

\* 2007 and 2009 actual survey data in January and February of the subsequent year.

Note: 1993, 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November and December of the year.

2.57 The Training Board believes that as the cyclical recover of Hong Kong continues to roll out, supported by the domestic consumption as well as the CEPA framework and Pan-PRD cooperation, MC manpower requirement will have a growing trend in the long run. Based on Figures 14 and 15, the projected annual additional manpower requirement for 2010/14 by sector is shown in Table 2.29.

Table 2.29 Projected Annual Additional Manpower Requirement for 2010/14 by Sector

Sector	Projected Average Annual Manpower Requirement (A)	Projected Average Annual Manpower Growth (B)	No. of Employees to Replenish Wastage * (C) = (A) x 0.03	Projected Annual Additional Manpower Requirement (D) = (B) +(C)
Journalism	11 385	446	342	788
Advertising and Public Relations +	25 070	831	752	1 583
<b>Total</b>	<b>36 455</b>	<b>1 277</b>	<b>1 094</b>	<b>2 371</b>

+ Including advertising sales / PR / marketing department in media organizations.

\* A wastage rate of 3.0% per annum is assumed.

Note: Figures may not add up to their totals due to rounding.

## Distribution of Projected Annual Additional Manpower Requirement for 2010/14 by Preferred Educational Level By Sector

2.58 By adopting employers' preferred educational level of MC employees in paragraph 2.39 and Appendix 6, the Training Board estimates the distribution of projected annual additional manpower requirement for 2010/14 by preferred educational level by sector in Table 2.30.

Table 2.30 Distribution of Projected Annual Additional Manpower Requirement for 2010/14 by Preferred Educational Level by Sector

Educational Level Sector	Master Degree or Above	Bachelor Degree	HD/AD	HC/D/C	Matriculation	S5	Below S5	Total
Journalism	6	399	102	144	32	92	13	788
Advertising and Public Relations +	13	803	204	290	63	185	25	1 583
<b>Total (%)*</b>	<b>19 (0.8)</b>	<b>1 202 (50.7)</b>	<b>306 (12.9)</b>	<b>434 (18.3)</b>	<b>95 (4.0)</b>	<b>277 (11.7)</b>	<b>38 (1.6)</b>	<b>2 371 (100.0)</b>

+ Including advertising sales / PR / marketing department in media organizations.

\* As a percentage of total number of projected annual additional MC manpower requirement.

Note: "Unspecified cases" in the respective sectors have been distributed among various educational levels on a pro-rata basis.

## Estimated Supply of MC Graduates from Local Educational Institutes

2.59 Based on the information provided by UGC-funded institutions, Hong Kong Institute of Vocational Education and other local tertiary institutions, Table 2.31 and Appendices 14 & 15 show the existing planned output of their graduates from UGC / Government-funded and self-financed MC programmes for 2010/14 by educational level.

Table 2.31 Planned Output of Graduates from UGC / Government-Funded and Self-Financed MC Programmes for 2010/14 by Educational Level

Year Edu. Level	2010		2011		2012		2013		2014		Planned Average Annual Output of MC Graduates		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	Total
PgD	22	793	25	762	23	799	24	772	25	727	24	771	795
DEG	355	324	354	478	357	477	346	530	346	563	352	474	826
AD	-	62	-	60	-	45	-	40	-	40	-	49	49
HD	278	241	256	240	193	375	208	444	182	432	223	346	569
<b>Year Total</b>	<b>655</b>	<b>1 420</b>	<b>635</b>	<b>1 540</b>	<b>573</b>	<b>1 696</b>	<b>578</b>	<b>1 786</b>	<b>553</b>	<b>1 762</b>	<b>599</b>	<b>1 640</b>	<b>2 239</b>

DEG - First Degree

AD - Associate Degree

GF - UGC / Government-Funded

PgD - Postgraduate Degree / Diploma / Certificate

HD - Higher Diploma

SF - Self-Financed

2.60 Supply of graduates including those existing MC employees who take upgrading courses is related to participation rate, which is the percentage of graduates in MC programmes who will actually join the MC industry. After studying the Employment Surveys of Full-time UGC-funded Institutions Graduates in Figure 16, the Training Board concludes that the successful participation rates for full-time first-degree graduates would not be less than 71.2% and for full-time sub-degree graduates would not be less than 49.0% for 2010/14. Accordingly, the average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2010/14 by educational level is estimated in Table 2.32.

Table 2.32 Estimated Average Annual Supply of Graduates in MC Programmes for 2010/14 by Educational Level

Educational Level	Planned Average Annual Output of MC Graduates		Average* Successful Participation Rate	Estimated Average Annual Supply of MC Graduates			
	GF	SF		GF	SF	Total	
Postgraduate Degree / Diploma / Certificate	24	771	0.60	14	463	477	1 064
First Degree	352	474	0.71	250	337	587	
Associate Degree	-	49	0.49	-	24	24	303
Higher Diploma	223	346	0.49	109	170	279	
<b>Total</b>	<b>599</b>	<b>1 640</b>		<b>373</b>	<b>994</b>	<b>1 367</b>	

\* Based on the Employment Surveys of Full-time UGC-funded Institutions and Hong Kong Institute of Vocational Education Graduates, 2008/09.

Remarks: GF = UGC / Government-funded      SF = Self-financed

## Manpower Demand and Supply Analysis

2.61 The primary objective of the analysis is to assess the annual additional manpower demand and supply situation of the MC industry for 2010/14 by educational level as shown in Figure 17.

Figure 17 Annual Additional Manpower Demand and Supply Situation for 2010/14 by Educational Level

MC Manpower

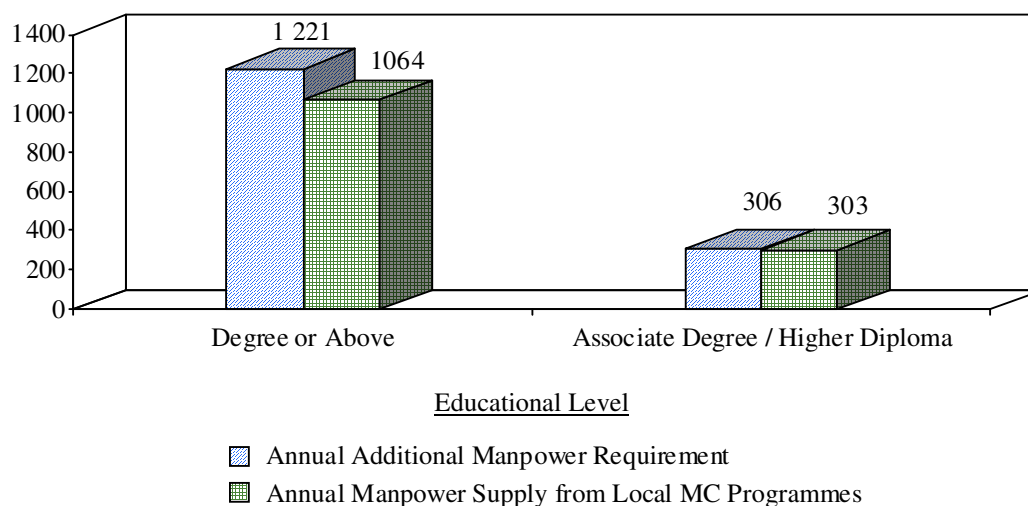
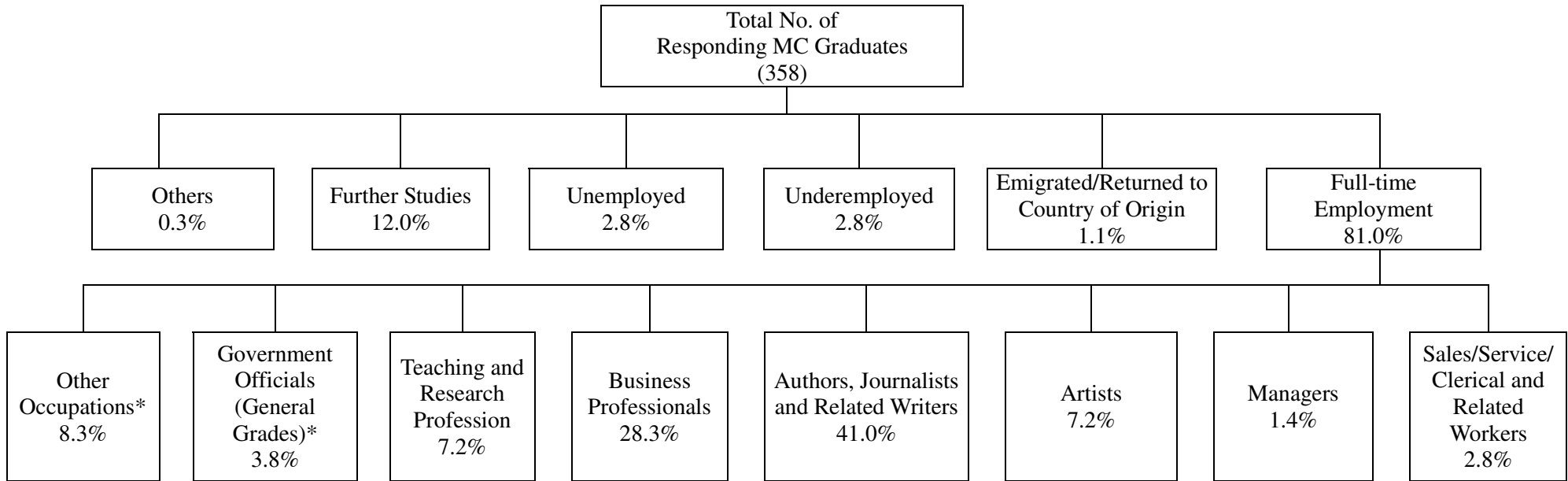


Figure 16 Initial Destinations of Full-time First-degree Graduates from UGC-funded Mass Communication Programmes



\* Occupations not relevant to participation rate were excluded. As a result, the successful participation rate calculated was 71.2% (i.e. 81.0% x 87.9%) for full-time first-degree UGC-funded graduates.

Source: Employment Survey of the Graduates from Full-time UGC-funded Programmes in Academic Year 2008/09.

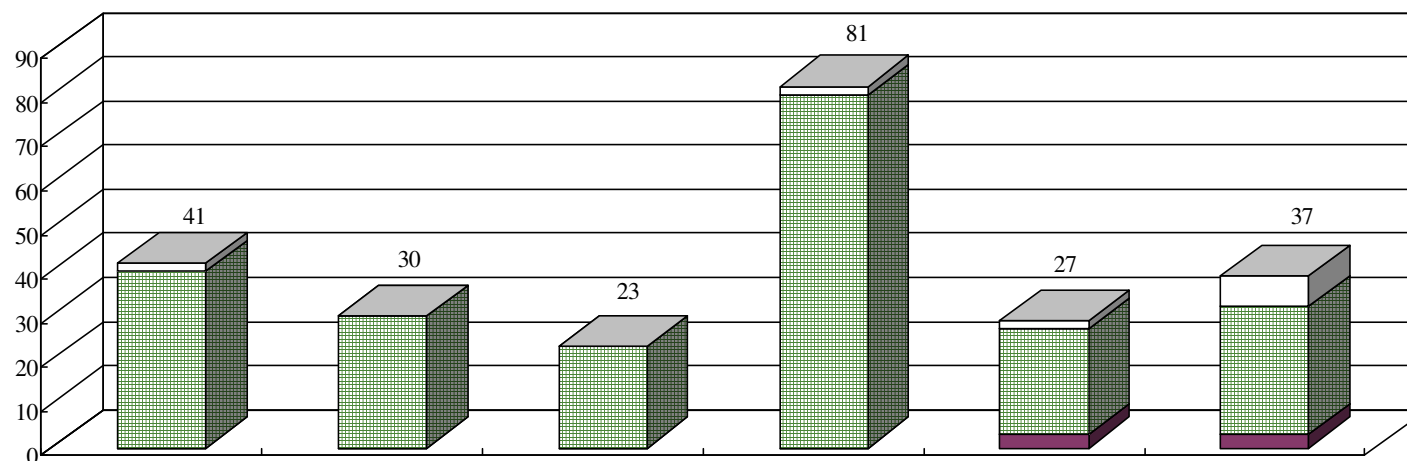
2.62 From Tables 2.30, 2.32, and Figure 17, it can be concluded that the average annual supply of 1 064 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1 221 MC employees with such qualification. The annual shortfall of 157 additional MC employees could be met in general by MC graduates returning from overseas and non-MC graduates having received in-depth MC training. A recruitment pattern of authors, journalists and related writers by educational level by academic programme category (other than mass communication) is shown in Figure 18.




2.63 At the associate degree / higher diploma and diploma / higher certificate / certificate levels, the annual shortfall of 434 additional MC employees with diploma / higher certificate / certificate could be met by graduates from other non-MC disciplines. Many local graduates not pursuing MC are willing to attend related MC courses offered by local educational institutions and subsequently take up MC jobs.

2.64 The MC industry will need to recruit annually 410 people for MC jobs. Such demand can be met from the supply of Secondary 7 or below school leavers. Most of these people should need relevant skill training before they are capable of performing the MC jobs effectively. Basic skill training will be provided by the educational and training institutions and employers.

Figure 18 Recruitment Pattern of Authors, Journalists and Related Writers by Educational Level by Academic Programme Category (APC) (Other Than Mass Communication)

Number of Graduates from Full-time UGC-funded Programmes



Academic Programme Category \ Educational Level	Social Sciences	Business & Management Studies	Humanities	Languages & Related Studies	Arts, Design & Performing Arts	Others <sup>(1)</sup>	Total
Postgraduate Degree 	1	-	-	1	1	6	9
First Degree 	40	30	23	80	24	29	226
Sub-degree 	-	-	-	-	2	2	4
<b>Total</b>	<b>41</b>	<b>30</b>	<b>23</b>	<b>81</b>	<b>27</b>	<b>37</b>	<b>239</b>

Notes: (1) Other APCs include medicine, biological sciences, physical sciences, mathematical sciences, computer science & IT, engineering & technology, and education.

(2) As some programmes of the UGC-funded institutions are mapped to more than one APC, students on these programmes are counted across the APCs concerned on a pro rata basis. Thus the student numbers of some APCs are decimal figures. In the above table, the relevant figures are rounded to the nearest whole number.

Source: Employment Survey of the Graduates from Full-time UGC-funded Programmes in Academic Year 2008/09.

## ***Major Developments and Business Outlook***

### **Major Developments in the MC Industry**

2.65 Based on the manpower changes between the 2008 and 2010 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

#### **Impact of Online / New Media Developments on Business and Manpower Needs**

- (i) Job opportunities are best for applicants in the expanding world of digital / new media, such as Internet Protocol Television, on-line newspapers / magazines. Local newspapers / magazines (with electronic version) and radio (with internet-broadcasting / net-radio) & TV stations (with digital TV broadcasting) also provide greater job prospects for potential reporters and editors (Tables 4.1, 4.2 & 4.3).
- (ii) Digital / new media and their services / operations are growing in number and sophistication, spurring the demand for graphic artists, designers, reporters and editors, especially those with Web experience (Table 4.5).
- (iii) An e-commerce website has plenty of components in it (such as graphics, photo slides, video clips, audio clips and web cast) and therefore it is essential to deploy / recruit local MC employees to work major for the development of e-commerce website (Table 2.12).
- (iv) Interactive websites / TV and digital platform will facilitate the development of e-promotional campaign whereby offering more job opportunities for advertising / PR practitioners (including those freelancers).
- (v) A number of advertising companies has employed freelancers to work as designers to support graphic artists and web designers in respect of web development work (Table 4.8).
- (vi) Existing MC employees are required to have multi-skills to perform multi-tasking in response to the expanding world of digital / new media and the merger or abolishment of some MC posts (Table 2.13). For example, reporters have to undertake news production (including video shooting and writing scripts).
- (vii) The introduction of digital / new media and their services / operations inside an organization can conflict with its existing business model and therefore some of the media organizations may tend to develop their online business / web services at a slower pace.
- (viii) Due to the computerization, darkroom persons who engaged in photo / film development are less in demand in the MC industry (Table 4.1).

### Impact of the Transition to Knowledge Society

- (ix) Demand for well-rounded MC employees tends to become more acute when companies are looking to get more work done with fewer people. For example, more staff from editorial / production level has to undertake functions / tasks related to supporting / technical level (Table 2.2).
- (x) More local companies in the magazine branch have recruited freelancers to engage in various MC jobs (such as those related to editor, photographer, reporter, copy writer, proof-reader, layout artist and designer) to address manpower and skills constraints, and reduce costs (Table 2.5).
- (xi) More MC employees in media organizations are required to participate in advertising / PR / marketing / sales events / activities and work in collaboration with PR services suppliers to provide event management service to help different organizations to plan, create and deliver the events to their target audiences / customers. Some media organizations have employed staff mainly responsible for advertising sales / PR / marketing activities (Table 4.7) and their numbers in respect of various branches have increased over the past 2 years (Table 2.3).
- (xii) More advertising / PR / marketing employees in the MC industry are working closely with media partners to conduct promotional seminars / activities with a view to increasing the number and type of media outlets to reach the target customers.
- (xiii) More local media companies / organizations with advertising sales / PR / marketing department come to understand the importance of advertising, brand building and corporate identity and have paid more attention to market / business intelligence by recruiting more advertising sales / account managers and advertising sales assistants / executives / account executives to meet the increasing competition and more sophisticated consumers (Table 4.7). Those with additional language capabilities also are in great demand.
- (xiv) Skill sets (such as Putonghua, multimedia knowledge and applications, spoken and written English, website design and supporting skills, creativity and cultural insights, and industry practices in the Mainland) will continue to be in demand to perform various MC functions (Table 2.23). Employers are always looking for MC practitioners who can deal with significant changes or can take advantage of new opportunities.
- (xv) More corporate communications / PR / advertising / marketing department in companies / institutions will like to recruit experienced MC employees in the journalism sector (with cross-functional experience) to undertake various jobs in respect of advertising / PR / marketing / sales (Table 4.9).



- (xvi) MC industry is one of the knowledge-intensive sectors and therefore employers generally preferred their MC employees to have corporate and job-related experience with bachelor degree or above qualifications for most of the MC jobs (Table 2.19 & Figure 13).

#### **Impact of Mainland's Developments on Manpower Needs in Hong Kong and in the Mainland**

- (xvii) The integration of the media organizations with the Mainland market tends to be moving at a slower pace because the media organizations in the Mainland have been well established during the past two years and the number of local MC employees deployed / recruited to work in the Mainland is less in demand (Table 2.15).
- (xviii) The well establishment of the advertising and PR departments in the Mainland in respect of the manpower and skills set over the two-year period has significantly reduced the number of local MC employees at managerial level deployed / recruited to work in the Mainland to support the outsourcing and / or shifting of the MC functions (Table 2.15).
- (xix) More local companies in the advertising and PR sector have been engaged in outsourcing their supporting / technical related jobs (such as display layout design, printing, and web design / updating) which allow them to focus on their core business, expand quickly into new frontiers, address manpower and skills constraints, and reduce costs.

### **Business Outlook in the MC Industry**

#### **Employment Trend**

2.66 The MC industry grew steadily throughout the 2000s, with an average compound annual growth rate of 5.6% in the number of MC employees from 2001 (19 617) to 2010 (32 243) as shown in Table 2.33.

**Table 2.33 Changes in the Number of MC Employees from  
December 2001 to February 2010 by Sector**

	Number of Persons Engaged					Average Compound Annual Growth Rate		
	Dec 2001	Dec 2003	Dec 2005	Feb 2008	Feb 2010	2001-2005 (%)	2005-2010 (%)	2001-2010 (%)
MC Employees	19 617	18 598	23 897	28 058	32 243	5.1	6.2	5.6
Within which:								
Journalism Sector	6 749	5 793	7 603	7 828	9 905	3.0	5.4	4.3
Advertising & PR Sector <sup>+</sup>	12 868	12 805	16 294	20 230	22 338	6.1	6.5	6.3

+ Including advertising sales / PR / marketing department in media organizations.  
Note: Figures may not add up to the total due to rounding.

2.67 The labour market becomes more active in the first quarter (Q1) of 2010 as the Hong Kong's economy has been perking up moderately after being hard hit amid global financial tsunami. There is a notable rebound of Hong Kong's GDP (year-on-year % change in real terms) from -2.8% in 2009 to 8.0% in Q1/2010. The unemployment rate also decreases annually from 5.4% in 2009 to 4.4% in Q1/2010 (Source: Census and Statistics Department), underpinned by strong inbound tourism, vibrant financial market activities and a continued surge in offshore trade. In this respect, more companies in the MC industry are cautious in planning to recruit MC employees to fill up their existing vacancies and new posts to enhance their long term competitiveness in the market place.

## ***Journalism Sector***

### Impact of the Transition to Knowledge Society

2.68 As Hong Kong moves towards a more information-oriented society, the role of local media becomes increasingly significant. The newspaper has always been the medium people turn to for updates on world events and in-depth analysis of current issues. Television, radio, and digital / new media are other sources. There is also a proliferation of magazines dealing with a wide range of interest from specialist publications to general interest and leisure. The Training Board considers that more advertisers will make use of magazines / new media as a vehicle to promote the product sales of their clients and result in more publishers and newspaper establishments to consider expanding their magazine / new media business. In this respect, the requirement for editors, reporters, graphic artists and designers (including those who worked as freelancers) will increase to tap the growing demand for innovative designs on books / magazines (including electronic version) and complementary products.

### Impact of Mainland's Developments

2.69 The ability to absorb, process and apply knowledge and skills to create new values will be the competitive advantage of companies in a knowledge-based economy. Business opportunities arising from the technological advancement in China's 12th Five-year Plan (2011 – 2015), the rapid increase in foreign investment in the Mainland economy after its accession to the World Trade Organization (WTO), and the advantages of CEPA which open the door to Hong Kong will be beneficial to Hong Kong's economic growth in the short and medium terms. Hong Kong has the facilities, expertise in project management and implementation, advertising / sales / PR / marketing knowledge and experience in respect of the media industry, and stringent intellectual property rights protection and enforcement to foster technological cooperation and trade between Mainland partners and international market players.

### Impact of Online / New Media Developments

2.70 The majority of media outlets have their own websites as the Internet becomes ever more important in the MC market. The Training Board believes that the Internet have created new challenges that the MC industry must adapt to in order to continue to be successful. Especially, the digital / new media will introduce more competition in the MC industry, expand the comprehensive multimedia contents, promote research and development of new technologies and create job opportunities.

2.71 The Training Board considers that the journalism sector is always on the lookout for talented people willing to take on the exciting challenge of presenting news and entertainment to a demanding readership and audience. However, the factors that might affect the growth rate of the journalism sector for the years ahead include industry consolidation, the introduction of new technologies, greater use of services outside the sector, and competition from other media platforms (such as social networking sites using web 2.0 and unified communications).

### ***Advertising and Public Relations (PR) Sector***

#### **Impact of the Transition to Knowledge Society**

2.72 Globalisation, the advent of a knowledge-based economy, further services liberalisation under CEPA and the rapid economic development of the Mainland provide tremendous scope for the development of the advertising and PR sector. According to an industry survey, the increase in 2010 advertising budget is rather modest as compared to the actual advertising spending in 2009 driven by brand building and building relationship with customers. The Training Board observes that advertisers budgeting more on local advertising through various media / channels (such as newspapers, televisions, Internet, magazines, event marketing and outdoor). The Training Board believes that new jobs will be created as our expanding economy will generate more products and services which require marketing and PR services and consequently necessitates the increase in the number and type of media outlets to connect with customers and build brand awareness.

#### **Impact of Mainland's Developments**

2.73 The Training Board observes that more international advertising and PR companies will enter the China market as sole foreign-owned enterprises and strengthen cooperation with local advertising and PR companies. The advertising and PR sector have sustainable business opportunities for helping the Mainland companies to enter the overseas market and vice versa. Besides, local advertising and PR companies will speed up the integration of their business resources and strengthen cooperation among themselves in searching for a brighter future taking the advantages of CEPA which open the door to Hong Kong, the 2010 Asian Games (Guangzhou) and the 2010 World Expo (Shanghai). The Training Board believes that these events will boost the local professional PR services and advertising market and suggests that local MC practitioners should acquire China-related skills and knowledge (such as languages, cross-culture knowledge and industry practices in the Mainland) to ensure their projects and investments in China are managed properly.

#### **Impact of Online / New Media Developments**

2.74 The Training Board also observes that IT development and digital platform will facilitate the development of e-promotion (such as email, sms and online advertising) with lower cost which offers business opportunities for the advertising and PR sector to develop and provide more products and services to reach the target customers who are young and active in the digital space. Free newspapers, online media and social network will be a new trend for advertising and will grow rapidly in the coming years. As mentioned in the 2008 Digital 21 Strategy of the HKSAR Government, with our ready pool of creative talent in film production, broadcasting, advertising, mobile entertainment, interactive media and digital games, Hong Kong has the means to develop into a digital content and services hub in the Asia-Pacific region.

## SECTION III

### RECOMMENDATIONS

#### Annual Additional Training Requirement

3.1 The findings of the survey reflect the manpower situation of the MC industry at the time of the survey. However, the current uncertainty in global financial markets might have an impact on the MC manpower demand. The manpower data and forecast in the report should therefore be read in this context.

3.2 Based on projected average annual manpower growth, estimated wastage rate (as shown in Table 2.29 of paragraph 2.57), recent development of the MC industry and industry members' experience, the Training Board estimates the annual additional training requirement for MC employees in the journalism and advertising & public relations sectors from 2010 to 2014 by sector by job level as shown in Table 3.1.

Table 3.1 Estimated Annual Additional Training Requirement  
for MC employees for 2010/14 by Sector by Job Level

Job Level	Estimated Annual Additional Training Requirement (%)*	
Journalism Sector		
Managerial	28	(3.6)
Supervisory	98	(12.4)
Editorial / Production	489	(62.0)
Supporting / Technical	173	(22.0)
Sub-Total	788	(100.0)
Advertising and Public Relations Sector <sup>+</sup>		
Managerial	207	(13.1)
Supervisory	361	(22.8)
Executorial	904	(57.1)
Supporting / Technical	111	(7.0)
Sub-Total	1 583	(100.0)
Total	2 371	

+ Including advertising sales / PR / marketing department in media organizations.

\* Percentage distribution of additional MC employees by February 2011 by job level in the respective sector is used for estimating the annual additional training requirement.

Note: Figures may not add up to their totals due to rounding.

## **Skill Types to Cope with the Enforcement of CEPA, Knowledge-based Economy and Globalisation**

3.3 Globalisation, the advent of a knowledge-based economy, the enforcement of the CEPA and the rapid economic development of the Mainland provide tremendous scope for MC development. The changing role of MC employees today requires them to acquire the language skills (such as Putonghua and English), multimedia knowledge & applications, website design & supporting skills, creativity & cultural insights, industry practices in the Mainland, marketing / production management, and innovative media research & applications, of which the training demand would increase substantially (as shown in Table 2.23 of paragraph 2.46).

3.4 The Training Board believes that attitudes and actions for achievements are essential for the post-80s and post-90s generations to set and deliver their self-fulfilment goals. In this respect, these generations are expected to acquire relevant skill sets (such as language capabilities, multimedia knowledge, computer literacy, critical and innovative thinking, self-management and crisis consciousness) to enhance their competitiveness in the market place.

3.5 Fused into people's everyday life, mobile applications are rapidly developing the global mobile market. This powerful platform, when integrated with the highly inactive social media, further enables brands to engage customers deeper, anytime, anywhere. With the rise in social media accesses through mobile phones, the Training Board recommends that MC practitioners should capitalize on the opportunities and upgrade themselves by getting more training and gaining more experience with the latest trend of new media, insightful strategies with innovative ideas, and practical techniques for preparing themselves to integrate mobile in the media and marketing mix and to build awareness of services and products through m-commerce offering to reach the global market.

3.6 Economic restructuring has created plenty of opportunities for the MC industry and much room for further exploitation by the MC practitioners. To meet the opportunities and challenges ahead including closer integration of Hong Kong's economy with that of the Mainland, the Training Board recommends that MC practitioners should capitalize on the opportunities and upgrade themselves by getting more training and gaining more experience in MC management and industry practices / development in the Mainland to pave the way for their careers development.

## **Local Educational and Training Service Providers**

3.7 The Training Board observes that MC graduates are expected to have in-depth training with emphasise on specific MC skills (such as multimedia knowledge, global media culture / insights, and media management with business sense) and generic skills (such as liberal sense, critical thinking, business mind sets, professional ethics, and communication skills) for building up their professionalism in the MC industry. Experience of existing MC employees earned through years of service can be passed on to the new blood.

3.8 The Training Board recommends that the local educational and training service providers should offer relevant degree and sub-degree courses in the MC Discipline (with training on multimedia skills, innovative media research & applications, and cross-cultural knowledge) to meet the needs of the industry (whereby 78.6% of MC employees are preferred to have diploma or above qualifications as shown in Figure 13 of paragraph 2.39). Employers are also recommended to recruit MC graduates of these institutions and to strengthen their technical skills through the provision of internal and / or external training (as shown in Table 2.25 of paragraph 2.49) in order to sustain the company's competitiveness.

### **Out-Centre Training Programme**

3.9 New media technology / environment in the MC industry is rapidly changing and forcing in-service MC practitioners (including senior management) to continually update their skills. To assist them to meet the skills requirement of the industry and to become more competent in their workplaces, the Training Board has been organizing practical MC short courses / seminars with the co-operation of various educational institutions, trade associations and professional bodies. The Training Board believes that the VTC's out-centre training programme is a cost effective and flexible way to enhance the technical competency and contribution of MC employees. This kind of in-service training courses / seminars should continue to be offered with more emphasis on advanced technology and the latest trend of best practices in the MC industry.

### **Industrial Visits Across the Border**

3.10 To meet the opportunities and challenges facing ahead including closer integration of Hong Kong's economy with that of the Mainland, the Training Board recommends that professional experience and service know-how of the MC industry need to be shared more between the Hong Kong and Mainland professionals via regular industrial visits across the border. The existing management skills (such as those related to marketing, production, strategic planning, corporate communications / public relations / public affairs, and customer database) and China-related knowledge (such as industry practices in the Mainland, cross-cultural knowledge, political system, social & economic development in the Mainland, and laws & regulatory restrictions for access to China's market) are areas to be affected of which the demand would be increased. The local educational and training service providers could provide short courses / seminars or evening programmes (to be delivered in class or over the network) on such skill sets for in-service MC practitioners to achieve their goal of lifelong learning.

### **Co-operation with Outside Experts**

3.11 To enhance the training quality and satisfy unmet industry needs, the Training Board would cooperate with outside experts / educational institutions / professional associations from various countries / regions (including the Mainland), by pooling of resources from both parties, to develop or conduct advanced courses and seminars for in-service professionals of the MC industry via the VTC's out-centre training programme.

## **Workplace Attachment Programme for Students**

3.12 Workplace attachment to equip students with workplace experience in the industry is a highly desirable component of the curriculum for the MC Discipline. To resolve the major difficulties encountered by employers in the recruitment of MC employees, in particular candidates who lack the relevant experience and skills / expertise, the Training Board recommends that more workplace attachment programmes should be offered to those students who are studying courses related to the MC Discipline by collaborating with the organizations / institutions in the Mainland. The Training Board believes that with the strong linkage between the tertiary institutions / Hong Kong Institute of Vocational Education and the professional bodies / trade associations, workplace attachment programmes for students should provide them with valuable learning opportunities through practical working experience to strengthen their skills in a real-life MC / business environment and enhance their employability in the job market. It is recommended that employers, professional bodies / trade associations and Government should strongly support these programmes.

## **Future Surveys**

3.13 As the MC industry is changing rapidly and is affected by the development of new technology, products and services, the Training Board considers that the current practice of conducting manpower surveys at 2-year intervals should be continued to assess future manpower requirement in the MC industry.

3.14 The Training Board observes that more MC employees may be self-employed or engaged as freelancers to undertake various MC jobs, and their average monthly income range are in general on the lower side charging by the day or hour, or on a per-project basis. In order to reflect the prevalent income distribution of the MC employees by branch by job level, the Training Board recommends that the average monthly income range on those self-employed or freelancers could be excluded in the future surveys.

# 大眾傳播業

## 2010 年人力調查報告摘要

### 1. 緒論

職業訓練局大眾傳播業訓練委員會，於 2010 年 1 月／2 月進行兩年一度的人力調查，涵蓋新聞業及廣告與公共關係業共 1 050 間公司。是次調查的實際填覆率為 92.7%。

### 2. 現況

#### 2.1 僱員總數

大眾傳播業的人力市場於 2005 年 12 月大幅改善（較 2003 年 12 月增長 28.5%），至 2010 年 2 月時保持穩定。業內總僱員人數增至 32 243 人，較 2008 年 2 月增加 14.9%（28 058 名從業員），較 2001 年 12 月則增加 64.4%（19 617 名從業員）。然而由於整體勞動人口只有輕微增加，因此 2008 年 2 月至 2010 年 2 月間，大眾傳播業僱員（下稱「僱員」或「從業員」）佔整體勞動人口的百分率穩定維持在 0.8%。

#### 2.2 新聞業以及廣告與公共關係業的從業員

調查報告顯示，於 2010 年 2 月，9 905 名（30.7%）從業員從事新聞業的主要職務，22 338 名（69.3%）則從事廣告與公共關係業（包括傳媒機構內的廣告／公共關係／市場部）。

#### 2.3 自由工作者

調查期間，新聞業 116 間公司（包括傳媒機構內的廣告／公共關係／市場部）（佔該業調查覆蓋的 460 間公司的 25.2%），以及廣告與公共關係業 651 間公司（佔該業調查覆蓋的 4 646 間公司中的 14.0%），均有僱用自由工作者從事大眾傳播職務。按公司規模劃分，廣告業機構內僱員數目少於 10 人的公司是這類自由工作者的主要僱主。他們大部分受僱為記者、美術設計員、正稿製作員、客戶主任、翻譯員及撰稿員。



### **3. 僱員流動率、空缺數目和人力變化**

#### **3.1 離職僱員人數**

據僱主報告，過去 12 個月內新聞及廣告公關兩行業共有 3 920 名從業員轉職（佔現有的 32 767 名僱員的 12.0%）。電台及電視台新聞部的流動率最高（17.4%），其次是報紙（16.8%）。按職級劃分，輔助／技術人員級的流動率最高（新聞業為 16.1%，廣告與公共關係業為 17.6%）。

#### **3.2 招聘人數**

調查顯示，2009/10 年度大眾傳播業共招聘了 3 172 名僱員（佔業內整體職位 9.7%），當中包括 2 431 名（7.4%）在業內招聘及具備相關經驗者，以及 741 名（2.3%）不具相關經驗者（包括畢業生）。按職級劃分，214 人屬經理級；366 人屬督導／主任級；2 106 人屬編採／製作／執行人員級；486 人屬輔助／技術人員級。

#### **3.3 內部晉升**

調查亦顯示，過去 12 個月共有 305 名從業員（佔業內整體職位 0.9%）獲內部晉升至新設或原有職位。按職級劃分，在內部晉升填補的職位中，35 個屬經理級（佔同級職位數目 1.1%）；132 個屬督導／主任級（2.0%）；136 個屬編採／製作／執行人員級（0.7%）；2 個屬輔助／技術人員級（0.1%）。

#### **3.4 空缺數目**

調查期間，僱主報稱新聞業共有 113 個職位空缺（佔現有 10 018 個職位中 1.1%），廣告與公共關係業則有 411 個職位空缺（佔現有 22 749 個職位中 1.8%）。按職稱劃分，新聞業中以資深（高級）版面編輯／版面編輯、資深（高級）記者／記者，以及製作助理的空缺最多；而在廣告與公共關係業中，則以客戶服務主任／公共關係主任／新聞主任、廣告銷售助理／主任／客戶主任，以及正稿製作員的空缺最多。

### **3.5      主要從事網站工作的本地從業員**

調查期間，514 間公司（佔是次調查 5 106 間回覆公司中的 10.1%）表示有調派／招聘從業員主要從事網站工作。過半數公司以圖像、照片和視頻片段作為網站的主要元素。在 1 419 名主要從事網站工作的從業員中，112 名新聞業僱員和 558 名廣告與公共關係業僱員需負責其他工作／職務。

### **3.6      於內地工作的本地從業員**

調查期間，147 間公司（佔是次調查 5 106 間回覆公司中的 2.9%）有派遣／招聘從業員到內地工作。當中以數碼／新媒體機構的百分率最高（17.0%），其次是電台及電視台的新聞部（13.3%）及廣告業機構（3.0%）。

## **4.      僱主的要求**

### **4.1      宜有教育程度**

2010 年的調查結果顯示，僱主一般希望從業員（78.6%）擁有大專學歷（如文憑／高級證書／證書或以上程度）；當中 49.0% 從業員宜有學士學位或以上程度，29.6% 宜有副學士／高級文憑／文憑／高級證書／證書程度。大眾傳播業是知識密集型行業之一，對高學歷人力需求較高。

### **4.2      宜有技能與知識**

據本會觀察，新聞及廣告公關兩行業最重視的技能分別為「創新傳媒科技」和「普通話」，而首 8 項基礎技能中包含多種管理和傳媒科技技巧，反映公司越來越重視發展上述技能／知識，以增加在全球市場的競爭力。

## **5. 人力培訓與發展計劃**

### **5.1 在職從業員培訓需求**

調查顯示，業界僱主計劃於未來 12 個月向 4 652 名從業員(以人次計)提供／資助他們參加技能和知識培訓。僱主計劃提供／資助的培訓類別(按重要程度排列)，包括業內專業技能(廣告與公共關係業)、創新傳媒科技(廣告與公共關係業)、語文技能、管理技巧，以及有關中國的知識。

## **6. 人力增長與預測**

### **6.1 預測 2011 年 2 月的人力需求**

據僱主預測，至 2011 年 2 月職位數目將達 32 863 個，較目前的 32 767 個增長 0.3% (96 個)。按行業劃分，新聞業職位總數將微增 0.4% (35 個)；廣告與公共關係業職位亦微增 0.3% (61 個)。職位數目增長最多的為客戶主任 (27 個)，其次為廣告業機構的品牌策劃總監 (13 個)，顯示更多從業員將從事品牌策劃和市場推廣／銷售相關工作，以切合市場需求。

### **6.2 預測 2010 至 2014 年大眾傳播業每年額外人力需求 (按教育程度劃分)**

香港經濟復甦周期持續，加上內部需求、落實《內地與香港關於建立更緊密經貿關係的安排》(CEPA) 和泛珠三角地區合作的推動，本會認為長遠而言大眾傳播業人力需求將持續增長。按宜有教育程度劃分，預計於 2010 至 2014 年間，每年額外需要 1 221 名學士學位或以上程度的從業員，306 個具副學士／高級文憑的從業員。

### **6.3 估計 2010 至 2014 年各教育程度大眾傳播課程畢業生 每年平均供應人數**

按教育程度劃分，2010 至 2014 年間修讀本地教育和培訓機構提供的大眾傳播課程，並加入業界的畢業生，學位或以上程度者每年平均有 1 064 名，副學士／高級文憑程度者每年則有 303 名。

## 6.4 人力供求分析

修畢本地大眾傳播學位或以上程度課程的畢業生，每年平均有 1 064 人，而業界預計每年需增聘 1 221 名同類學歷的僱員，故本地人力供應將不能滿足市場需求，每年未能填補的 157 個額外空缺將由海外回港的畢業生，或曾接受相關深入訓練的非本科畢業生填補。至於副學士／高級文憑／文憑／高級證書／證書程度方面，每年 434 個額外文憑／高級證書／證書程度人力空缺可由其他學科的畢業生填補。

## 7. 主要發展

根據 2008 年與 2010 年調查所反映的人力轉變和其他觀察所得，本會歸納大眾傳播行業有以下的主要發展：

### 網上／新媒體的發展 對業務和人力需求的影響

- (i) 數碼／新媒體的服務和運作不斷發展，刺激業內對大眾傳播業僱員的需求，特別是具備網上媒體經驗的僱員，以應付業內需要。
- (ii) 現有從業員需一職多能，配合數碼／新媒體業務不斷發展，以及部分大眾傳播業職位被取締或合併的情況。
- (iii) 機構引進數碼／新媒體服務／運作模式，或會與現有的業務模式有所衝突，故此部分傳媒機構或傾向放緩發展網上業務／網絡服務。
- (iv) 電子商務網站／數碼平台的推出，將促進電子推廣活動的發展，為廣告／公共關係業從業員（包括自由工作者）提供更多就業機會。

### 轉型至知識型社會的影響

- (v) 大眾傳播業是知識密集型行業之一，因此僱主普遍屬意從業員擁有較高的教育水平。
- (vi) 傳媒機構內更多從業員正與公關服務提供者合作，向顧客提供活動管理服務。
- (vii) 從業員繼續需要學習各門技能（如普通話、多媒體知識和應用、英語會話與書寫，網頁設計和支援技巧，創意和文化觸覺，以及內地行規），以執行各種大眾傳播職務。

### 內地的發展對本港與內地人力需求的影響

- (viii) 過去兩年內地的傳媒機構有長足發展，本地與內地傳媒機構融合的步伐減慢，而派遣／招聘本地從業員到內地工作的需求亦減少。

## **8. 業務前景**

### **8.1 新聞業**

本會認為新聞業一直需要物色願意接受挑戰的人才，能夠製作優質的新聞與娛樂資訊，滿足要求極高的讀者與觀眾。然而，影響新聞業未來數年增長的因素包括行業整合，引進新科技、採用更多業外服務、以及其他媒體平台的競爭（如採用 web 2.0 及整合通訊的社交網站）。

### **8.2 廣告與公共關係業**

本會觀察到資訊科技發展和數碼平台將促進網上推廣（如電郵、短訊服務和網上廣告）的發展，不僅成本較低，亦能為廣告與公共關係業締造商機，可發展和提供更多產品和服務，接觸目標客戶。在免費報章、網上媒體和社交網絡上刊登廣告將會是新趨勢，未來數年將迅速增長。

## 9. 建議

大眾傳播業人力及培訓需求的建議摘要如下：

- (i) 2010 至 2014 年大眾傳播業僱員每年的額外培訓需求方面，新聞業估計為 788 人，廣告及公共關係業則為 1 583 人。
- (ii) 隨着大眾傳播業僱員的角色轉變，他們需要學習語文技能（如普通話和英語）、多媒體的知識及應用、網頁設計與支援技巧、創意及文化觸覺、內地行規、市場／製作管理，以及創意媒體研究及應用等，有關方面的培訓需求將大幅增加。
- (iii) 本會認為「80 後」和「90 後」須有正面態度，並要坐言起行，設定和實踐人生目標。為此他們宜裝備相關技能（包括語文能力、多媒體知識、電腦知識、批判思考與創意思維、自我管理和危機意識），以加強在市場上的競爭力。
- (iv) 大眾傳播業從業員應把握機會，透過加強培訓，以及汲取更多有關新傳媒趨勢和憑創新概念構思遠大策略等工作的經驗，並掌握實務技能，裝備自己迎接手提電話融入媒體和市場推廣項目的趨勢，透過「手機商貿」推廣服務和產品，接觸全球市場。
- (v) 大眾傳播課程畢業生宜接受深入訓練，加強培養專門的行業技能（如多媒體知識、全球傳媒文化／觸覺、媒體管理及商業智慧）；並掌握通用技能（如通識智慧、批判思考、商業心態、專業操守、以及溝通技巧等），以建立他們在行內的專業地位。

- (vi) 大眾傳播業內的新媒體科技／環境瞬息萬變，促使在職從業員（包括管理層）繼續提升技能。為協助他們掌握所需技能，更勝任份內工作，建議職業訓練局應繼續提供外間培訓課程，訓練內容應著重業內的先進科技和良好營運模式的新趨勢。
- (vii) 為反映大眾傳播從業員各門類和職級的普遍收入分布情況，未來的調查可剔除自僱人士或自由工作者的平均月入幅度，因為他們的平均月入幅度普遍較低，且以日薪、時薪或按項目逐次收費。

# 第一章

## 緒 論

### 大眾傳播業訓練委員會

1.1 大眾傳播業訓練委員會隸屬職業訓練局(VTC)，成員由政府委任，包括業界、學術界代表及政府官員，負責確定大眾傳播業的人力及訓練需求，並向局方建議適當措施，配合業界對幹練人才日增的需求。委員名單及職權範圍分別載於附錄 1、2。

### 人力調查目的

1.2 進行人力調查，目的是協助局方履行《職業訓練局條例》中所列明的兩項主要職責：檢討業界對幹練人才的需求，以及檢討因應業界需求而可提供的幹練人才。自八十年代初，大眾傳播業訓練委員會每隔兩年進行一次人力調查，旨在蒐集準確的人力資料，以反映業內主要職務人力供求與人才培訓的現況及未來發展。

### 人力調查時間

1.3 是次調查於 2010 年 1 月 4 日至 3 月 3 日在政府統計處（下文稱「統計處」）協助下進行。

1.4 調查結果反映調查當時的業界人力狀況。然而，現時環球金融市場的不明朗因素可能影響業界人力需求。因此，參閱本報告的人力數據及預測時須加留意。

### 人力調查工作小組

1.5 本會成立工作小組監督人力調查的進行情況，其工作範圍大致分為四部分：設計調查表、抽樣、分析及匯報。工作小組擬備了相關調查文件，其後提交本會審批。另一方面，統計處提供實地調查、輸入數據及編製圖表的專業服務。工作小組名單載於附錄 1。



## 調查範圍

1.6 是次調查包括新聞業的五個門類（其業務對象主要是香港讀者／觀眾／聽眾），以及廣告與公共關係業的四個門類：

### 新聞業

- (a) 報紙業
- (b) 雜誌業
- (c) 電台／電視台新聞部
- (d) 新聞通訊社
- (e) 數碼／新媒體

### 廣告與公共關係業

- (f) 公共關係業機構
- (g) 傳媒機構內廣告／公共關係／市場部
- (h) 廣告業機構
- (i) 公司或機構內企業傳訊／公共關係／廣告／市場部

## 調查方法

1.7 因資源所限，調查採用分層隨機抽樣方法，從統計處機構單位記錄庫內 6 260 間大眾傳播業機構中抽出 903 間，然後把這些機構按所從事的主要業務分門別類，每一門類內的機構再按僱員人數劃分，最後根據各門類適用的抽樣分數以及每一門類的僱員人數，隨機抽出調查樣本。此外，2010 年人力調查工作小組亦提供補充樣本，包括 90 間報業機構、雜誌社、電台／電視台、新聞通訊社及數碼／新媒體機構，以及 57 間廣告業機構和設有企業傳訊／公共關係／廣告／市場部的公司或機構。接受調查的公司約 1 050 間，各須填寫一份詳細人力調查表。

1.8 實地調查進行前約兩星期，本會將調查表連同附註及大眾傳播業主要職務工作說明（見附錄 3），寄往各樣本／選定公司。調查期間，統計處調查員造訪各機構，收集填妥的調查表；如有需要，亦會協助填寫調查表。按門類及僱員人數的抽樣細則已詳列於附錄 16。

1.9 填寫調查表時，受訪僱主須按僱員實際負責的工作，而非機構內所採用的職稱將職務歸類。本會事前亦安排簡介會，向統計處調查員講解各種職務的性質。收回的調查表經覆核、編碼，並於必要時與填覆機構核實。所得數據其後倍大，以反映業界的整體人力情況。

## **宣傳**

1.10 調查首日，本會向各大中英文報章發出新聞稿，並邀請有關團體向屬下會員宣傳是次人力調查。

## **填覆分析**

1.11 在 1 052 間樣本／選定公司中，661 間填覆調查表（包括調查中發現的 2 間新公司）。除了 339 間公司已結束營業、搬遷、不再從事本業、並無僱用技術人員、無法追查、註冊但無營業、暫時停業及其他情況外，只有 52 間公司拒絕作覆；是次調查的實際填覆率為 92.7%。

## **調查結果**

1.12 本報告第二章載有調查結果摘要(包括大眾傳播業的人力及培訓需求及調查數據分析)；第三章載有本會的建議。

## **名詞定義**

1.13 「僱員」指由公司直接支付薪金的員工，包括現時仍在上班，以及因病、放取產假、年假、事假、罷工等而暫停上班的員工。

1.14 「大眾傳播業僱員」指所有從事大眾傳播業主要職務不同技能等級的全職／兼職員工（如經理級、督導／主任級、編採／製作／執行人員級，以及輔助／技術人員級）。

1.15 「勞動人口」指經濟上活躍的人士，包括受僱人士及失業人士。

1.16 「公司」在是次調查中，指業務性質相同（即門類相同）及商業登記號碼首八個數字相同（即屬單一擁有權或控制權）的機構。是次調查以「公司」為計算單位。

1.17 每一學科的「入職率」指畢業生投身與其修讀或受訓學科相關行業的百分率。這些資料一般可從教育機構的全日制畢業生就業調查取得。

1.18 「流失率」指因轉業或其他因素而離職的大眾傳播業僱員在該行業僱員總數中所佔的百分率。

1.19 「外判」指一家公司與一個或多個供應商簽訂合約，將目前／曾經由該公司內部提供的服務交由這些供應商負責。

1.20 「自由工作者」指並無與新聞及廣告公關兩行業僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

1.21 「被派遣／招聘前往內地工作的本港大眾傳播業僱員」指長駐內地工作，有長期職位及職稱的全職本港大眾傳播業僱員。

## 鳴謝

1.22 在此感謝政府統計處在監督實地調查工作及處理調查數據方面提供協助。此外，調查亦獲大學教育資助委員會各院校及其他專上學院提供資料，得悉政府資助及自資大眾傳播課程的預計畢業生人數，特此向各院校致謝。

## 第二章

### 調查結果摘要

#### 現有人力情況

##### 僱員人數

2.1 調查顯示，2010年2月，本港共有32 243人受僱擔任大眾傳播業的主要職務（約佔2010年第一季總勞動人口3 657 300人的0.9%）。其中30.7%（9 905人）受僱於新聞業，69.3%（22 338人）受僱於廣告與公共關係業。

2.2 表2.1顯示，在整體大眾傳播業公司（5 106家）當中，約74.0%屬廣告業機構（3 785家），2010年這類機構的僱員在業界約佔40%（13 025人／32 243人）。惟若以公司為單位計算，這些機構所登記的業內僱員人數最少，平均只有3名。

表 2.1 調查涵蓋的大眾傳播業僱員及公司數目  
（按門類劃分）  
（2008年2月－2010年2月）

門 類		調查涵蓋的 公司數目		調查涵蓋的 僱員人數		大眾傳播業 僱員人數		每家公司 大眾傳播業 僱員 平均人數 (3)/(1)	大眾傳播業 僱員佔僱員 總數百分率 (3)/(2) x 100% %
		2008	2010	2008	2010	2008	2010	2010	2010
1. 報紙業	包括傳媒 機構內的 廣告／ 公共關係／ 市場部	28	34	5 392	8 021	4 706	5 632	166	70.2
2. 雜誌業		105	324	4 314	5 220	2 941	4 285	13	82.1
3. 電台／電視台 新聞部		21	30	7 855	6 859	1 961	2 203	73	32.1
4. 新聞通訊社		14	25	1 736	285	275	239	10	83.9
5. 數碼／新媒體		18	47	635	1 182	375	627	13	53.1
6. 公共關係服務供應商		367	373	1 966	2 338	1 696	1 952	5	83.5
7. 廣告業機構		4 187	3 785	15 080	15 444	12 887	13 025	3	84.3
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部		684	488	763 891	653 848	3 217	4 280	9	0.7
總 數		5 424	5 106 (-5.9%)	800 869	693 197 (-13.4%)	28 058	32 243 (14.9%)	6	4.7

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

2.3 是次調查中透過分層隨機抽樣法，從統計處的機構單位記錄庫中挑選出門類一至四的公司；2008 年調查則由工作小組根據影視及娛樂事務管理處提供的註冊公司名單選出樣本公司。門類二（雜誌業）涵蓋的公司數目顯著增加，所僱用的大眾傳播業僱員人數亦上升 45.7%。在兩次調查中，門類五（數碼／新媒體）的樣本均由職業訓練局(VTC)提供，公司數目由 18 間上升至 47 間，僱員人數增加了 67.2%。

2.4 按行業、門類及技能等級劃分的僱員人數見表 2.2。按門類及職稱劃分的詳細分析見附錄 4。

表 2.2 大眾傳播業僱員人數  
(按行業、門類及技能等級劃分)

技能等級 門 類	經理級 (%)*	督導／ 主任級 (%)*	編採／製作／ 執行人員級 (%)*	輔助／ 技術人員級 (%)*	總數 (%)* ( %)#
<b>新聞業</b>					
報紙業	153 (3.4)	513 (11.3)	2 901 (63.8)	981 (21.6)	4 548 (45.9) (100.0)
雜誌業	154 (5.0)	343 (11.1)	2 038 (65.6)	570 (18.4)	3 105 (31.3) (100.0)
電台／電視台新聞部	33 (1.9)	330 (19.0)	993 (57.1)	384 (22.1)	1 740 (17.6) (100.0)
新聞通訊社	11 (6.3)	37 (21.3)	118 (67.8)	8 (4.6)	174 (1.8) (100.0)
數碼／新媒體	4 (1.2)	29 (8.6)	147 (43.5)	158 (46.8)	338 (3.4) (100.0)
<b>小 計</b>	<b>355 (3.6)</b>	<b>1 252 (12.6)</b>	<b>6 197 (62.6)</b>	<b>2 101 (21.2)</b>	<b>9 905 (100.0) (100.0)</b>
<b>廣告與公共關係業</b>					
公共關係服務供應商	313 (16.0)	490 (25.1)	1 124 (57.6)	25 (1.3)	1 952 (8.7) (100.0)
傳媒機構內的廣告／ 公共關係／市場部	631 (20.5)	949 (30.8)	1 501 (48.7)	- (-)	3 081 (13.8) (100.0)
廣告業機構	1 086 (8.3)	2 795 (21.5)	7 835 (60.2)	1 309 (10.1)	13 025 (58.3) (100.0)
公司或機構內企業傳訊／ 公共關係／廣告／市場部	787 (18.4)	1 025 (24.0)	2 427 (56.7)	41 (1.0)	4 280 (19.2) (100.0)
<b>小 計</b>	<b>2 817 (12.6)</b>	<b>5 259 (23.5)</b>	<b>12 887 (57.7)</b>	<b>1 375 (6.2)</b>	<b>22 338 (100.0) (100.0)</b>
<b>總 數</b>	<b>3 172 (9.8)</b>	<b>6 511 (20.2)</b>	<b>19 084 (59.2)</b>	<b>3 476 (10.8)</b>	<b>32 243 (100.0)</b>

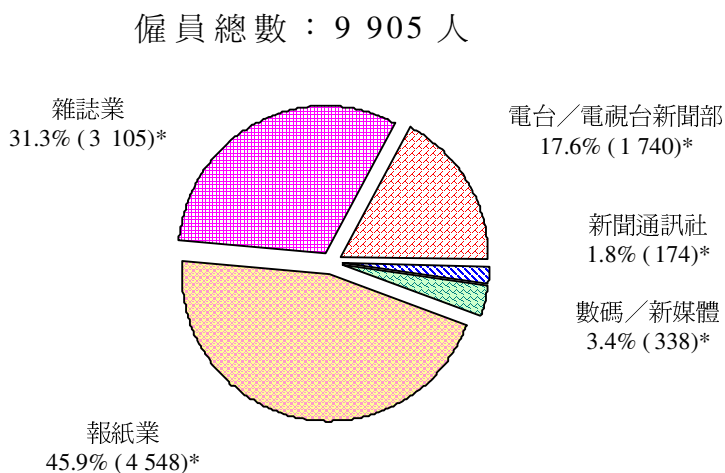
\* 佔該門類僱員總數百分率。

# 佔該行業僱員總數百分率。

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

2.5 調查顯示，廣告業機構僱員達 13 025 人，佔廣告與公共關係業僱員總數 58.3%；其次為報紙業（僱員 4 548 人，佔新聞業僱員總數 45.9%）。大眾傳播業僱員按行業及門類分布情況見圖 1、2。

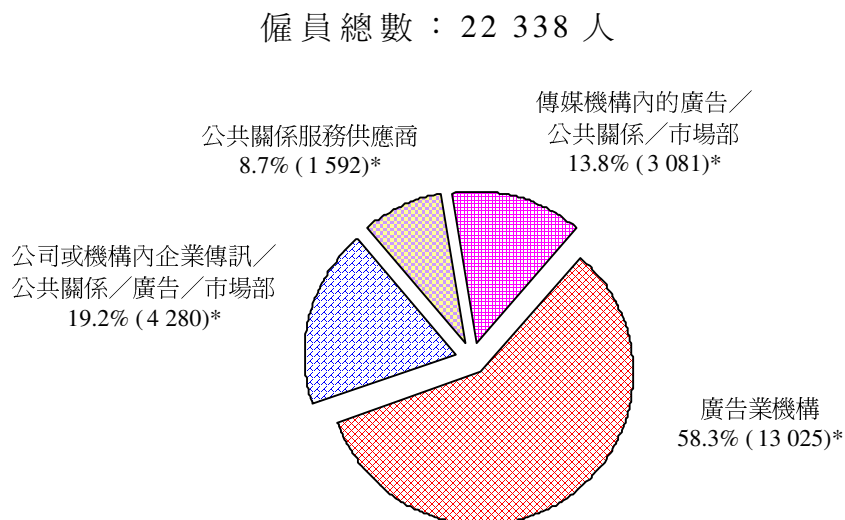
圖 1 新聞業僱員分布情況  
（按門類劃分）  
（2010 年 2 月）



\* 括弧內為該門類僱員人數。

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 2 廣告與公共關係業僱員分布情況  
（按門類劃分）  
（2010 年 2 月）



\* 括弧內為該門類僱員人數。

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

2.6 調查亦顯示，新聞及廣告公關兩行業均以編採／製作／執行人員級僱員佔最多；前者有 6 197 人，佔該行業僱員總數 62.6%；後者有 12 887 人，佔該行業僱員總數 57.7%。

## 傳媒機構內的廣告／公共關係／市場部僱員

2.7 僱主報告於 2010 年 2 月，傳媒機構內共有 3 081 名任職廣告／公共關係／市場部僱員（佔現有 12 986 名僱員中的 23.7%）。與 2008 年的調查結果比較，傳媒機構內的廣告／公共關係／市場部僱員佔該類機構大眾傳播業僱員總數的百分率，從 2008 年的 22.0%（2 258 人）輕微上升至 2010 年的 23.7%（3 081 人）。傳媒機構內的廣告／公共關係／市場部僱員兩年間的比較（按門類和技能等級劃分）見表 2.3。

表 2.3 傳媒機構內的廣告／公共關係／市場部僱員人數  
（按門類及技能等級劃分）  
（2008 年 2 月 - 2010 年 2 月）

門 類	傳媒機構內的廣告／公共關係／市場部僱員									
	經理級 (%)*		主任級 (%)*		執行 人員級 (%)*		輔助／ 技術人員級 (%)*		總數 (%)*	
	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010
報紙業 (4 706) <sup>^</sup> (5 632) <sup>+</sup>	130 (2.8)	232 (4.1)	343 (7.3)	364 (6.5)	499 (10.6)	488 (8.7)	- (-)	- (-)	972 (20.7)	1 084 (19.3)
雜誌業 (2 941) <sup>^</sup> (4 285) <sup>+</sup>	241 (8.2)	261 (6.1)	285 (9.7)	340 (7.9)	368 (12.5)	579 (13.5)	- (-)	- (-)	894 (30.4)	1 180 (27.5)
電台／電視台新聞部 (1 961) <sup>^</sup> (2 203) <sup>+</sup>	48 (2.5)	84 (3.8)	93 (4.7)	141 (6.4)	178 (9.1)	238 (10.8)	- (-)	- (-)	319 (16.3)	463 (21.0)
新聞通訊社 (275) <sup>^</sup> (239) <sup>+</sup>	11 (4.0)	11 (4.6)	13 (4.7)	17 (7.1)	2 (0.7)	37 (15.5)	- (-)	- (-)	26 (9.5)	65 (27.2)
數碼／新媒體 (375) <sup>^</sup> (627) <sup>+</sup>	9 (2.4)	43 (6.9)	13 (3.5)	87 (13.9)	25 (6.7)	159 (25.4)	- (-)	- (-)	47 (12.5)	289 (46.1)
<b>總 數</b> <b>(10 258)<sup>^</sup> (12 986)<sup>+</sup></b>	<b>439</b> <b>(4.3)</b>	<b>631</b> <b>(4.9)</b>	<b>747</b> <b>(7.3)</b>	<b>949</b> <b>(7.3)</b>	<b>1 072</b> <b>(10.5)</b>	<b>1 501</b> <b>(11.6)</b>	<b>-</b> <b>(-)</b>	<b>-</b> <b>(-)</b>	<b>2 258</b> <b>(22.0)</b>	<b>3 081</b> <b>(23.7)</b>

<sup>^</sup> 2008 年調查中各門類傳媒機構僱員總數（包括廣告／公共關係／市場部僱員）。

<sup>+</sup> 2010 年調查中各門類傳媒機構僱員總數（包括廣告／公共關係／市場部僱員）。

\* 該門類佔僱員總數的百分率。

註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

## 聘用自由工作者

2.8 據新聞及廣告公關兩行業僱主填報，調查期間聘用自由工作者擔任大眾傳播職務的公司數目如下：新聞業（包括傳媒機構內的廣告／公共關係／市場部）有 116 間公司（佔該業現有 460 間公司的 25.2%），廣告與公共關係業有 651 間公司（佔該業現有 4 646 間公司的 14.0%）。按公司規模劃分，廣告業機構內僱員人數少於 10 人的公司為自由工作者提供最多職位。

表 2.4 僱用大眾傳播自由工作者的公司數目  
（按門類及公司規模劃分）

公司規模 門 類		1-9人	10-19人	20-49人	50-99人	100-299人	300-499人	500人或以上	整體
新聞業 <sup>(1)</sup>									
報紙業	包括傳媒機構內的廣告／公共關係／市場部	-	-	-	2	-	-	-	2
雜誌業		57	14	22	6	2	-	-	101
電台／電視台新聞部		-	1	1	-	2	-	-	4
新聞通訊社		1	1	-	-	-	-	-	2
數碼／新媒體		6	-	1	-	-	-	-	7
小 計 ( 460 ) <sup>+</sup>		64	16	24	8	4	-	-	116
廣告與公共關係業									
公共關係服務供應商		52	13	1	-	-	-	-	66
廣告業機構		512	18	8	3	3	-	-	544
公司或機構內企業傳訊／公共關係／廣告／市場部		-	-	-	-	1	-	40	41
小 計 ( 4 646 ) <sup>+</sup>		564	31	9	3	4	-	40	651
總 數 ( 5 106 ) <sup>+</sup>		628	47	33	11	8	-	40	767

+ 調查涵蓋該行業的公司數目。

註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。



2.9 表 2.5 顯示，如以門類及公司規模劃分，聘用大眾傳播自由工作者以廣告業機構最多（982 人），其次是雜誌業（425 人）及公司或機構內企業傳訊／公共關係／廣告／市場部（389 人）。業內的自由工作者大部份受僱為記者、美術設計員、正稿製作員、客戶主任、翻譯員及撰稿員。（2008 年調查結果：業內 970 間公司僱用 2 739 名大眾傳播自由工作者。）

表 2.5 受僱從事大眾傳播職務的自由工作者人數  
（按門類及公司規模劃分）

公司規模 門 類		1-9人	10-19人	20-49人	50-99人	100-299人	300-499人	500人或以上	整體
新聞業 <sup>(1)</sup>									
報紙業	包括傳媒機構內的廣告／公共關係／市場部	-	-	-	6	-	-	-	6
雜誌業		140	50	111	32	92	-	-	425
電台／電視台新聞部		-	10	3	-	6	-		19
新聞通訊社		4	4	-	-	-	-	-	8
數碼／新媒體		12	-	2	-	-	-	-	14
小 計		156	64	116	38	98	-	-	472
廣告與公共關係業									
公共關係服務供應商		149	122	2	-	-	-	-	273
廣告業機構		920	24	25	7	6	-	-	982
公司或機構內企業傳訊／公共關係／廣告／市場部		-	-	-	-	4	-	385	389
小 計		1 069	146	27	7	10	-	385	1 644
總 數		1 225	210	143	45	108	-	385	2 116

註：（1）新聞業包括傳媒機構內的廣告／公共關係／市場部。  
（2）因四捨五入關係，各項數字相加或與總計數字略有出入。

## 僱員流動率、空缺數目和人力變化

### 過去 12 個月離職僱員人數

2.10 如表 2.6 所示，根據僱主填報的資料，過去 12 個月新聞及廣告公關兩行業共有 3 920 名僱員轉職，佔 32 767 個大眾傳播業職位的 12%。(2008 年調查結果：業內 28 916 個職位中，3 370 名從業員離職，佔職位總數 11.7%。)圖 3、4 分別列出過去 12 個月這兩個行業僱員離職的人數。附錄 5 顯示過去 12 個月大眾傳播業僱員的離職人數（按門類及技能等級劃分）。

表 2.6 過去 12 個月的離職僱員人數  
(按行業、技能等級及公司規模劃分)

公司規模 技能等級	1-4人 (%)*	5-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100-299 人(%)*	300-499 人(%)*	500人 或以上 (%)*	整體 (%)*
<b>新聞業<sup>(1)</sup></b>									
經理級	- (-)	- (-)	- (-)	3 (1.9)	2 (1.1)	2 (1.0)	5 (8.9)	65 (24.0)	77 (7.8)
督導級	- (-)	- (-)	- (-)	7 (3.0)	10 (3.8)	2 (0.4)	21 (12.0)	123 (18.3)	163 (7.4)
編採／製作人員級	6 (2.7)	32 (9.6)	48 (10.3)	193 (19.3)	95 (11.9)	140 (8.7)	237 (22.8)	496 (21.1)	1 247 (15.9)
輔助／技術人員級	2 (5.9)	8 (8.0)	8 (10.3)	24 (9.6)	8 (4.2)	24 (5.6)	155 (51.2)	114 (15.2)	343 (16.1)
<b>小計 (13 163) +</b>	<b>8 (2.3)</b>	<b>40 (6.7)</b>	<b>56 (7.4)</b>	<b>227 (13.9)</b>	<b>115 (8.0)</b>	<b>168 (6.1)</b>	<b>418 (26.6)</b>	<b>798 (19.7)</b>	<b>1 830 (13.9)</b>
<b>廣告與公共關係業</b>									
經理級	17 (12.7)	55 (14.4)	15 (4.9)	16 (5.1)	5 (3.6)	22 (11.3)	12 (6.2)	62 (11.3)	204 (9.2)
主任級	63 (6.2)	37 (4.2)	34 (6.5)	45 (9.2)	5 (2.3)	21 (9.0)	37 (15.0)	119 (16.0)	361 (8.3)
執行人員級	361 (10.1)	243 (12.2)	121 (8.2)	244 (18.0)	30 (6.4)	72 (17.1)	17 (3.6)	193 (10.3)	1 281 (11.0)
輔助／技術人員級 <sup>1</sup>	64 (13.5)	75 (16.2)	65 (35.9)	19 (11.9)	4 (5.8)	2 (33.3)	- (-)	15 (40.5)	244 (17.6)
<b>小計 (19 604) +</b>	<b>505 (9.7)</b>	<b>410 (11.0)</b>	<b>235 (9.4)</b>	<b>324 (14.0)</b>	<b>44 (4.9)</b>	<b>117 (13.7)</b>	<b>66 (7.2)</b>	<b>389 (12.1)</b>	<b>2 090 (10.7)</b>
<b>總數 (32 767) +</b>	<b>513 (13.1)<sup>#</sup> (9.2)</b>	<b>450 (11.5)<sup>#</sup> (10.4)</b>	<b>291 (7.4)<sup>#</sup> (9.0)</b>	<b>551 (14.1)<sup>#</sup> (13.9)</b>	<b>159 (4.1)<sup>#</sup> (6.8)</b>	<b>285 (7.3)<sup>#</sup> (7.9)</b>	<b>484 (12.4)<sup>#</sup> (19.5)</b>	<b>1 187 (30.3)<sup>#</sup> (16.4)</b>	<b>3 920 (100.0)<sup>#</sup> (12.0)</b>

\* 佔該行業相同技能等級及公司規模的僱員總數的百分率。

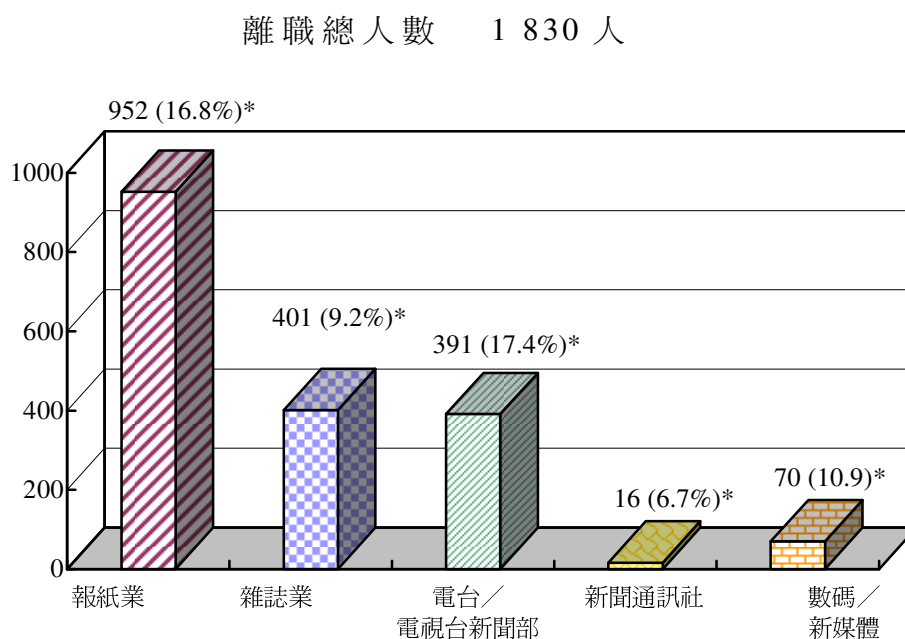
# 佔過去 12 個月離職僱員總數的百分率。

+ 大眾傳播業職位總數。

註：(1) 傳媒機構內的廣告／公共關係／市場部的離職僱員人數已納入新聞業各個技能等級內。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

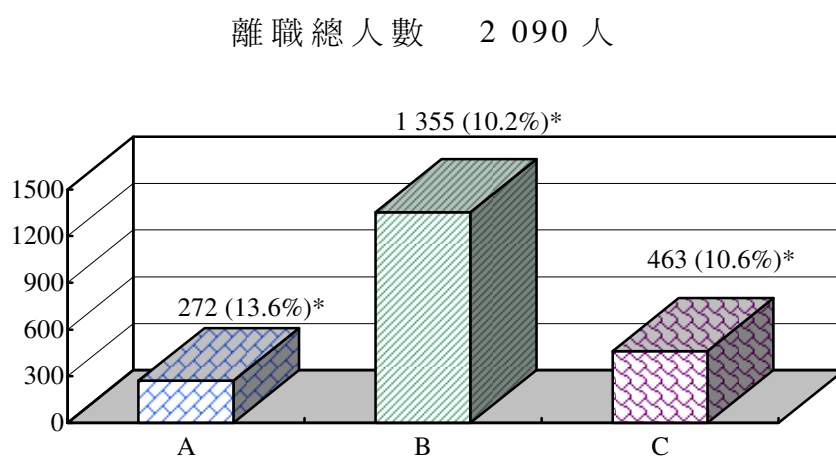
圖 3 過去 12 個月新聞業<sup>(1)</sup> 各門類離職僱員人數



\* 佔該行業該門類職位總數的百分率。

註：(1) 傳媒機構內的廣告／公共關係／市場部的僱員流動人數已納入新聞業各個門類內。

圖 4 過去 12 個月廣告與公共關係業  
各門類離職僱員人數



\* 佔該行業該門類職位總數的百分率。

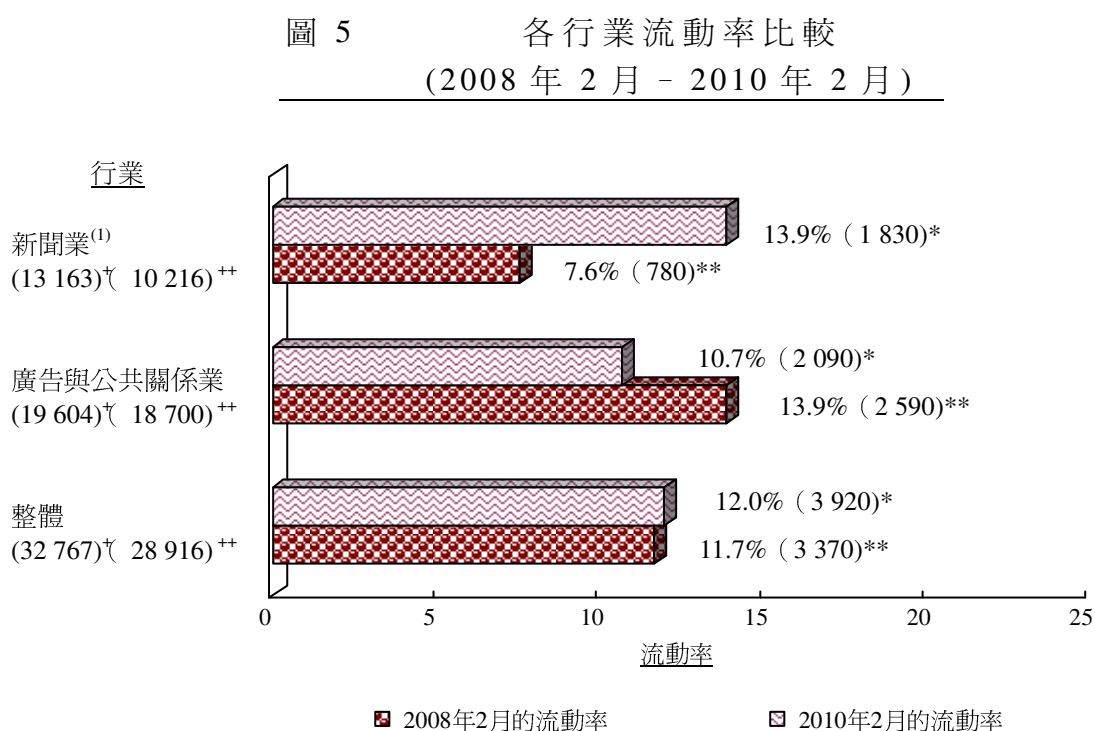
圖解 A -- 公共關係服務供應商

B -- 廣告業機構

C -- 公司或機構內企業傳訊／公共關係／廣告／市場部

## 僱員流動率

2.11 本會觀察到業內僱員流動人數佔職位總數的百分率，從 2008 年 2 月的 11.7% (3 370 人)，輕微上升至 2010 年 2 月的 12.0% (3 920 人)。本會認為過去兩年業內的流動率保持平穩。由於新聞業業務蓬勃，業內流動率顯著上升，由 2008 年的 7.6% (780 人) 上升至 2010 年的 13.9% (1 830 人)。廣告與公共關係業的流動率由 2008 年的 13.9% (2 590 人) 下降至 2010 年的 10.7% (2 090 人)，惟不足以抵銷新聞業上升的流動率。圖 5 顯示各行業過去兩年的流動率比較。



\* 2010 年 2 月離職僱員人數。

\*\* 2008 年 2 月離職僱員人數。

+ 2010 年 2 月各行業職位總數。

++ 2008 年 2 月各行業職位總數。

註：(1) 傳媒機構內的廣告／公共關係／市場部的離職僱員人數已納入新聞業各個門類內。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.12 本會觀察到電台／電視台新聞部錄得最高的流動率 (17.4%)，其次是報紙業 (16.8%) (圖 3)。按技能等級劃分，輔助／技術人員級的流動率最高 (新聞業錄得 16.1%，廣告與公共關係業錄得 17.6%)，其次為新聞業的編採／製作人員級 (15.9%)，以及廣告與公共關係業的執行人員級 (11.0%) (表 2.6)。

2.13 本會亦觀察到業內僱員經歷過 2009 年的裁員潮後，於考慮轉職時較金融海嘯前更為謹慎。普遍來說，他們轉職的主要原因是尋求更穩定的工作環境和更高薪酬。

## 過去 12 個月的招聘來源

2.14 調查顯示，業界於 2009/10 年度招聘了 3 172 名大眾傳播業僱員（佔整體 32 767 個現有職位中的 9.7%），當中包括 2 431 名（7.4%）在業內具備相關經驗的僱員，以及 741 名（2.3%）不具相關經驗的僱員（包括應屆畢業生）。按技能等級劃分，214 人屬經理級；366 人屬督導／主任級；2 106 人屬編採／製作／執行人員級；486 人屬輔助／技術人員級。表 2.7 顯示過去 12 個月各門類招聘僱員的來源。

表 2.7 過去 12 個月各門類招聘僱員的來源

門類		招聘來源		
		具本業經驗僱員	不具本業經驗僱員 (包括應屆畢業生)	招聘總人數
		(%)*	(%)*	(%)*
1. 報紙業 (5 659) <sup>+</sup>	包括傳媒 機構內的 廣告／ 公共關係／ 市場部	772 (13.6)	159 (2.8)	931 (16.5)
2. 雜誌業 (4 373) <sup>+</sup>		241 (5.5)	166 (3.8)	407 (9.3)
3. 電台／電視台新聞部 (2 250) <sup>+</sup>		75 (3.3)	60 (2.7)	135 (6.0)
4. 新聞通訊社 (240) <sup>+</sup>		17 (7.1)	3 (1.3)	20 (8.3)
5. 數碼／新媒體 (641) <sup>+</sup>		86 (13.4)	8 (1.3)	94 (14.7)
6. 公共關係服務供應商 (2 006) <sup>+</sup>		159 (7.9)	57 (2.8)	216 (10.8)
7. 廣告業機構 (13 236) <sup>+</sup>		744 (5.6)	248 (1.9)	992 (7.5)
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部		337 (7.7)	40 (0.9)	377 (8.6)
<b>總數(32 767)<sup>+</sup></b>		<b>2 431 (7.4)</b>	<b>741 (2.3)</b>	<b>3 172 (9.7)</b>

\* 佔該門類職位總數百分率。

+ 各門類職位總數。

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

2.15 本會觀察到在是次調查中，業內聘請具相關經驗和不具相關經驗（包括應屆畢業生）僱員的比例約為 3 比 1（2008 年的比例則為 5 比 1），顯示過去兩年，僱主聘請具相關經驗和不具相關經驗僱員的比例均衡。

2.16 雖然市場狀況有改善，惟招聘活動仍未回復至金融危機前的水平。僱主對招聘僱員抱謹慎態度，對應徵者的質素要求亦提高。

### 過去 12 個月內部晉升情況

2.17 調查顯示，過去 12 個月共有 305 名大眾傳播業僱員（晉升者佔現有 32 767 個職位的 0.9%）獲內部晉升至新設或原有職位（2008 年調查結果：448 名從業員獲晉升，佔業內 28 916 個職位中的 1.6%）。表 2.8 摘要列出各門類的內部晉升情況。

表 2.8 過去 12 個月各門類僱員內部晉升情況

內部晉升  門類		由督導／ 主任級 晉升至 經理級	由編採／ 製作／執行 人員級晉升至 督導／主任級	由輔助／技術 人員級晉升至 編採／製作／ 執行人員級	由其他技能 等級晉升至 輔助／技術 人員級	晉升 總人數 (%)*
新聞業 <sup>(1)</sup>						
報紙業 (5 659) <sup>+</sup>	包括傳媒 機構內的 廣告／ 公共關係／ 市場部	1	4	13	-	18 (0.3)
雜誌業 (4 373) <sup>+</sup>		-	3	5	-	8 (0.2)
電台／電視台新聞部 (2 250) <sup>+</sup>		1	3	70	2	76 (3.4)
新聞通訊社 (240) <sup>+</sup>		-	-	-	-	- (-)
數碼／新媒體 (641) <sup>+</sup>		-	1	-	-	1 (0.2)
小計 (13 163) <sup>+</sup>		2	11	88	2	103 (0.8)

內部晉升 門類	由督導／ 主任級 晉升至 經理級	由編採／ 製作／執行 人員級晉升至 督導／主任級	由輔助／技術 人員級晉升至 編採／製作／ 執行人員級	由其他技能 等級晉升至 輔助／技術 人員級	晉升 總人數 (%)*
<b>廣告與公共關係業</b>					
公共關係服務供應商 (2 006) <sup>+</sup>	8	16	-	-	24 (1.2)
廣告業機構 (13 236) <sup>+</sup>	9	36	47	-	92 (0.7)
公司或機構內企業傳訊／ 公共關係／廣告／市場部(4 362) <sup>+</sup>	16	69	1	-	86 (2.0)
<b>小計 (19 604)<sup>+</sup></b>	<b>33</b>	<b>121</b>	<b>48</b>	<b>-</b>	<b>202 (1.0)</b>
<b>總數 (32 767)<sup>+</sup></b>	<b>35</b>	<b>132</b>	<b>136</b>	<b>2</b>	<b>305 (0.9)</b>

\* 佔該門類職位總數百分率。

+ 各門類職位總數。

註：(1) 傳媒機構內的廣告／公共關係／市場部的內部晉升人數已納入新聞業各個門類內。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.18 調查亦顯示在新增或現有空缺中，共有 35 個經理級職位（佔同級職位 1.1%）、132 個督導／主任級職位（2.0%）、136 個編採／製作／執行人員級職位（0.7%），以及兩個輔助／技術人員級職位（0.1%）是透過內部晉升來填補。本會觀察到業內僱主願意給予僱員合理的晉升機會，以挽留人才。本會鼓勵內部晉升，並建議僱主可以向從業員提供更多培訓，裝備他們發展事業和終身學習。

## **空缺數目**

2.19 調查期間，僱主報稱新聞業共有 113 個職位空缺（佔現有 10 018 個職位中 1.1%），廣告與公共關係業則有 411 個職位空缺（佔現有 22 749 個職位中 1.8%）。在新聞業中，雜誌業的空缺額最多，有 41 個；其次是電台／電視台新聞部，有 36 個。至於廣告與公共關係業，廣告業機構的空缺額最多，有 211 個；其次是公司或機構內企業傳訊／公共關係／廣告／市場部，共 82 個。表 2.9 按行業／門類及技能等級顯示空缺額的分布情況。附錄 4 載有按門類及職稱劃分的詳細分析。

表 2.9 按行業／門類及技能等級劃分的空缺額數目

技能等級 門 類	經理級 (%)*	督導／ 主任級 (%)*	編採／製作／ 執行人員級 (%)*	輔助／ 技術人員級 (%)*	總數 (%)* <sup>#</sup>
<b>新聞業</b>					
報紙業(4 572) <sup>+</sup>	- (-)	1 (0.2)	20 (0.7)	3 (0.3)	24 (0.5)
雜誌業(3 146) <sup>+</sup>	- (-)	- (-)	31 (1.5)	10 (1.7)	41 (1.3)
電台／電視台新聞部(1 776) <sup>+</sup>	- (-)	1 (0.3)	23 (2.3)	12 (3.0)	36 (2.0)
新聞通訊社(175) <sup>+</sup>	- (-)	- (-)	1 (0.8)	- (-)	1 (0.6)
數碼／新媒體(349) <sup>+</sup>	- (-)	- (-)	6 (3.9)	5 (3.1)	11 (3.2)
<b>小 計</b> <b>(10 018)<sup>+</sup></b>	<b>-</b> <b>(-)</b>	<b>2</b> <b>(0.2)</b>	<b>81</b> <b>(1.3)</b>	<b>30</b> <b>(1.4)</b>	<b>113</b> <b>(1.1)</b>
<b>廣告與公共關係業</b>					
公共關係服務供應商(2 006) <sup>+</sup>	4 (1.3)	10 (2.0)	40 (3.4)	- (-)	54 (2.7)
傳媒機構內的廣告／公共關係 ／市場部(3 145) <sup>+</sup>	1 (0.2)	3 (0.3)	60 (3.8)	- (-)	64 (2.0)
廣告業機構 (13 236) <sup>+</sup>	4 (0.4)	16 (0.6)	176 (2.2)	15 (1.1)	211 (1.6)
公司或機構內企業傳訊／ 公共關係／廣告／市場部 (4 362) <sup>+</sup>	20 (2.5)	13 (1.3)	49 (2.0)	- (-)	82 (1.9)
<b>小 計</b> <b>(22 749)<sup>+</sup></b>	<b>29</b> <b>(1.0)</b>	<b>42</b> <b>(0.8)</b>	<b>325</b> <b>(2.5)</b>	<b>15</b> <b>(1.1)</b>	<b>411</b> <b>(1.8)</b>
<b>總 數</b> <b>(32 767)<sup>+</sup></b>	<b>29</b> <b>(0.9)</b>	<b>44</b> <b>(0.7)</b>	<b>406</b> <b>(2.1)</b>	<b>45</b> <b>(1.3)</b>	<b>524</b> <b>(1.6)</b>

\* 佔該門類該技能等級職位總數百分率。

# 佔該門類職位總數百分率。

+ 各門類職位總數。

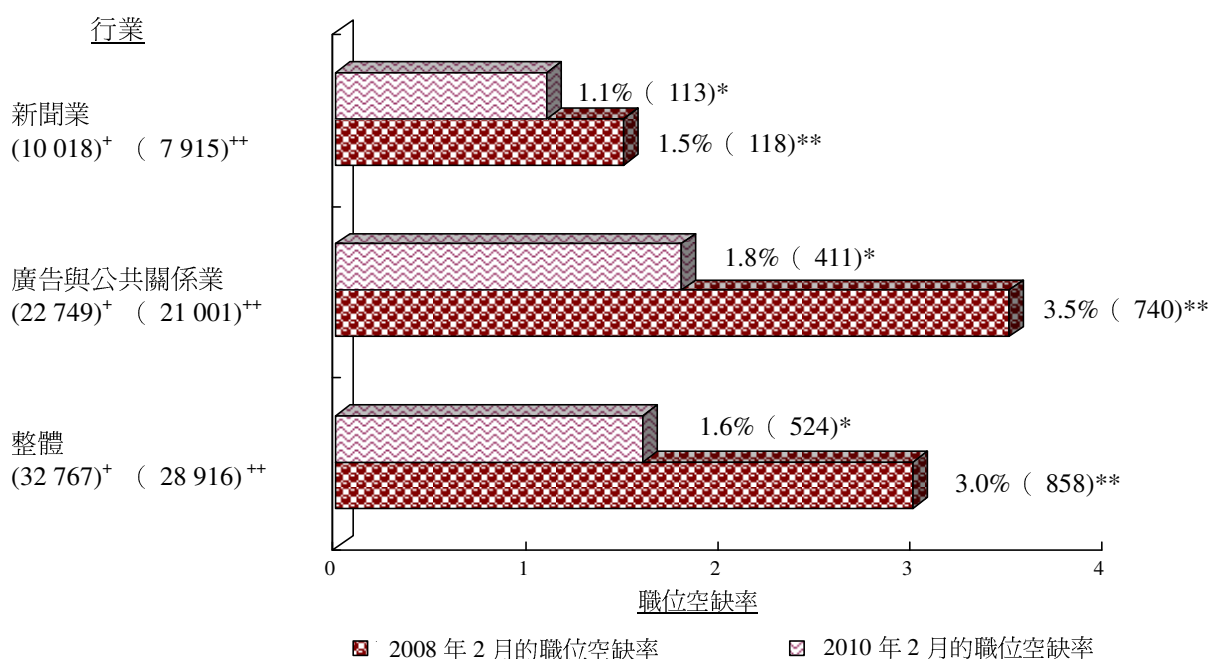
註： 因四捨五入關係，各項數字相加或與總計數字略有出入。



## 職位空缺率

2.20 全球金融危機爆發後，後遺症於 2009 年開始浮現。對比 2008 年的調查結果，新聞業的職位空缺率從 1.5%( 118 個 )輕微下降至 1.1% ( 113 個 )，但廣告與公共關係業的職位空缺率則從 3.5% ( 740 個 )大幅下降至 1.8% ( 411 個 )。( 職位總數為僱員總數與空缺的總和。 ) 按職稱劃分，新聞業中以資深 ( 高級 ) 版面編輯／版面編輯、資深 ( 高級 ) 記者／記者，以及製作助理的空缺最多；而在廣告與公共關係業中，則以客戶服務主任／公共關係主任／新聞主任、廣告銷售助理／主任／客戶主任，以及正稿製作員的空缺最多。過去兩年各行業職位空缺率的比較見圖 6。2001 年 12 月至 2010 年 2 月各行業的職位空缺分布見圖 7。

圖 6 各行業職位空缺率比較  
(2008 年 2 月 - 2010 年 2 月)



\* 2010 年 2 月各行業的職位空缺數目。

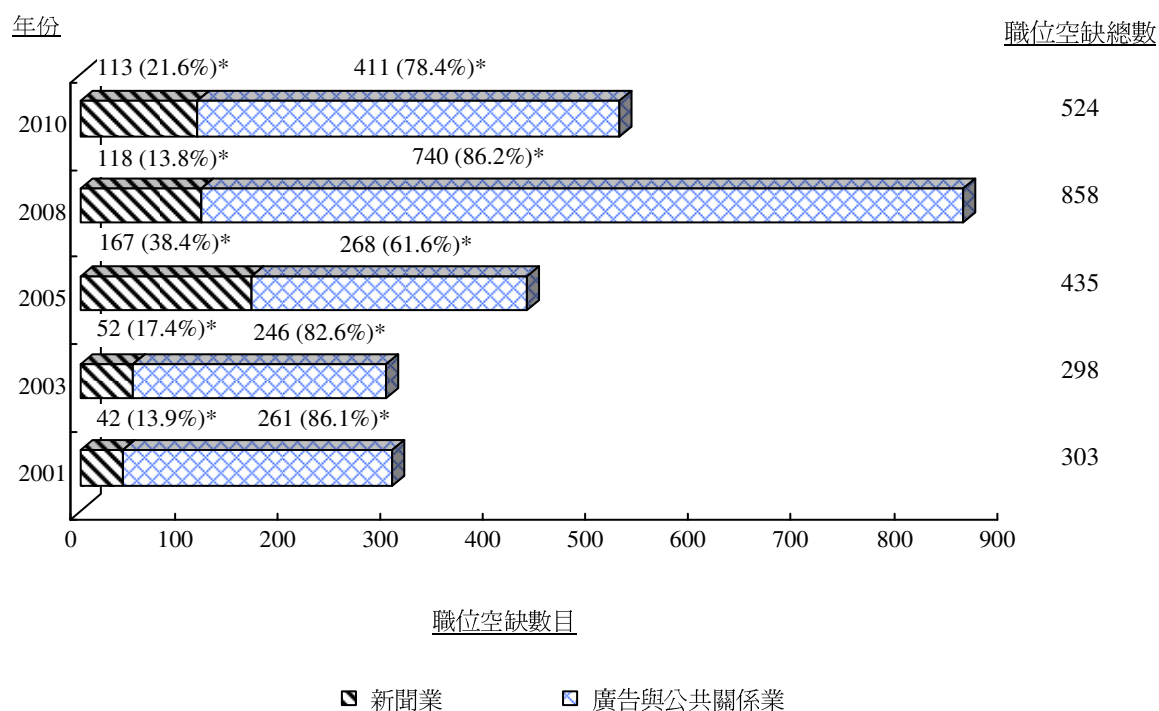
\*\* 2008 年 2 月各行業的職位空缺數目。

+ 2010 年 2 月各行業的職位總數。

++ 2008 年 2 月各行業的職位總數。

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 7 各行業職位空缺分布  
(2001 年 12 月 - 2010 年 2 月)



\* 佔該次調查中職位空缺總數百分率。

## 大眾傳播業的整體人力市場狀況

2.21 調查發現，2010 年 2 月，9 905 名業內僱員從事新聞業（傳媒機構內的廣告／公共關係／市場部除外），22 338 人從事廣告與公共關係業。預計職位數目將於 2011 年 2 月增加 0.3%至 32 863 個，使就業率增長創新高。表 2.10 摘錄業內各行業和技能等級的人力、空缺和僱主預測增長。2001 年 12 月至 2010 年 2 月，大眾傳播業僱員佔總人力的百分率見圖 8。

表 2.10 大眾傳播業人力、空缺與預測增長  
(按行業及技能等級劃分)

技能等級	2010 年 2 月 僱員人數	2010 年 2 月 空缺數目	2010 年 2 月 人力需求 <sup>(1)</sup>	僱主預測 2011 年 2 月 人力增長(%)*	僱主預測 2011 年 2 月 業內職位數目
<b>新聞業</b>					
經理級	355	-	355	1 (0.3)	356
督導級	1 252	2	1 254	4 (0.3)	1 258
編採／製作	6 197	81	6 278	20 (0.3)	6 298
輔助／技術人員級	2 101	30	2 131	10 (0.5)	2 141
<b>小 計</b>	<b>9 905</b>	<b>113</b>	<b>10 018</b>	<b>35 (0.4)</b>	<b>10 053</b>
<b>廣告與公共關係業<sup>+</sup></b>					
經理級	2 817	29	2 846	11 (0.4)	2 857
主任級	5 259	42	5 301	9 (0.2)	5 310
執行人員級	12 887	325	13 212	31 (0.2)	13 243
輔助／技術人員級	1 375	15	1 390	10 (0.7)	1 400
<b>小 計</b>	<b>22 338</b>	<b>411</b>	<b>22 749</b>	<b>61 (0.3)</b>	<b>22 810</b>
<b>總 數</b>	<b>32 243</b>	<b>524</b>	<b>32 767</b>	<b>96 (0.3)</b>	<b>32 863</b>

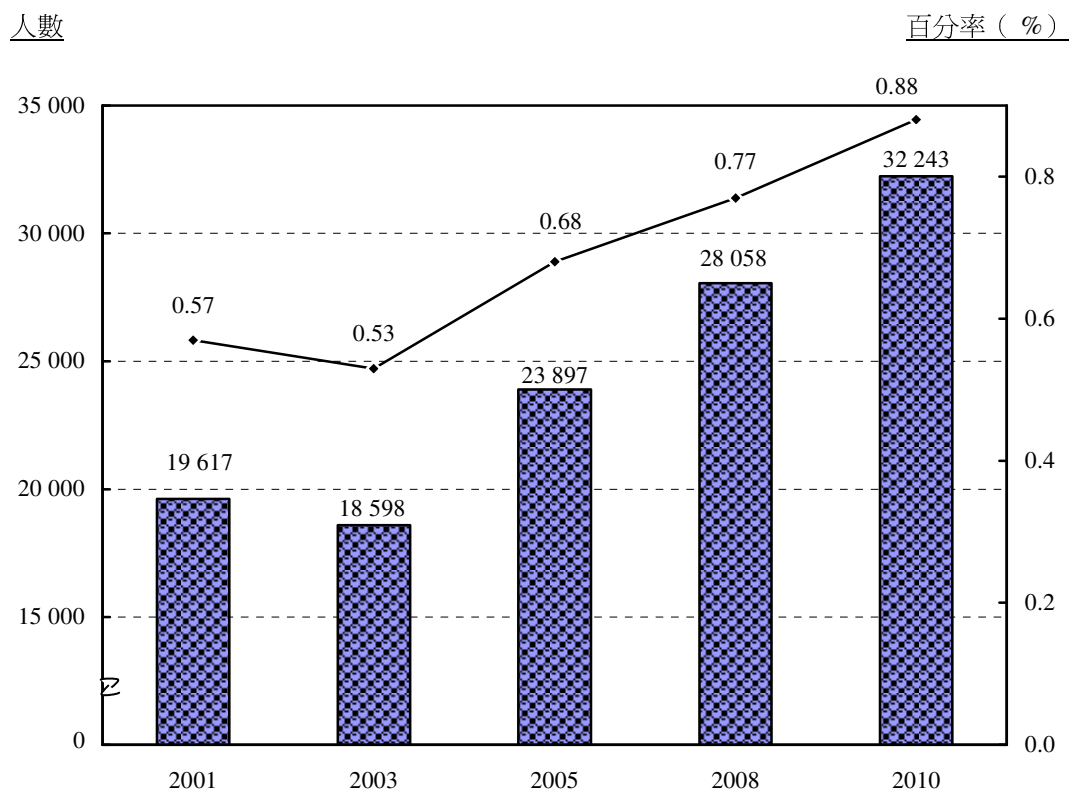
\* 2010 年 2 月佔該行業同級職位總數的百分率。

+ 包括傳媒機構內的廣告／公共關係／市場部。

註：(1) 人力需求包括現有僱員人數與空缺數目。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 8 大眾傳播業僱員佔總人力百分率  
(2001 年 12 月 - 2010 年 2 月)



	2001 年 12 月	2003 年 12 月	2005 年 12 月	2008 年 2 月	2010 年 2 月
總人力* (‘000)	3 450.0	3 486.4	3 537.9	3 653.5	3 657.3
大眾傳播業僱員	19 617	18 598	23 897	28 058	32 243
大眾傳播業僱員 佔總人力百分率	0.57	0.53	0.68	0.77	0.88



大眾傳播業僱員



大眾傳播業僱員  
佔總人力百分率

\* 資料來源：政府統計處

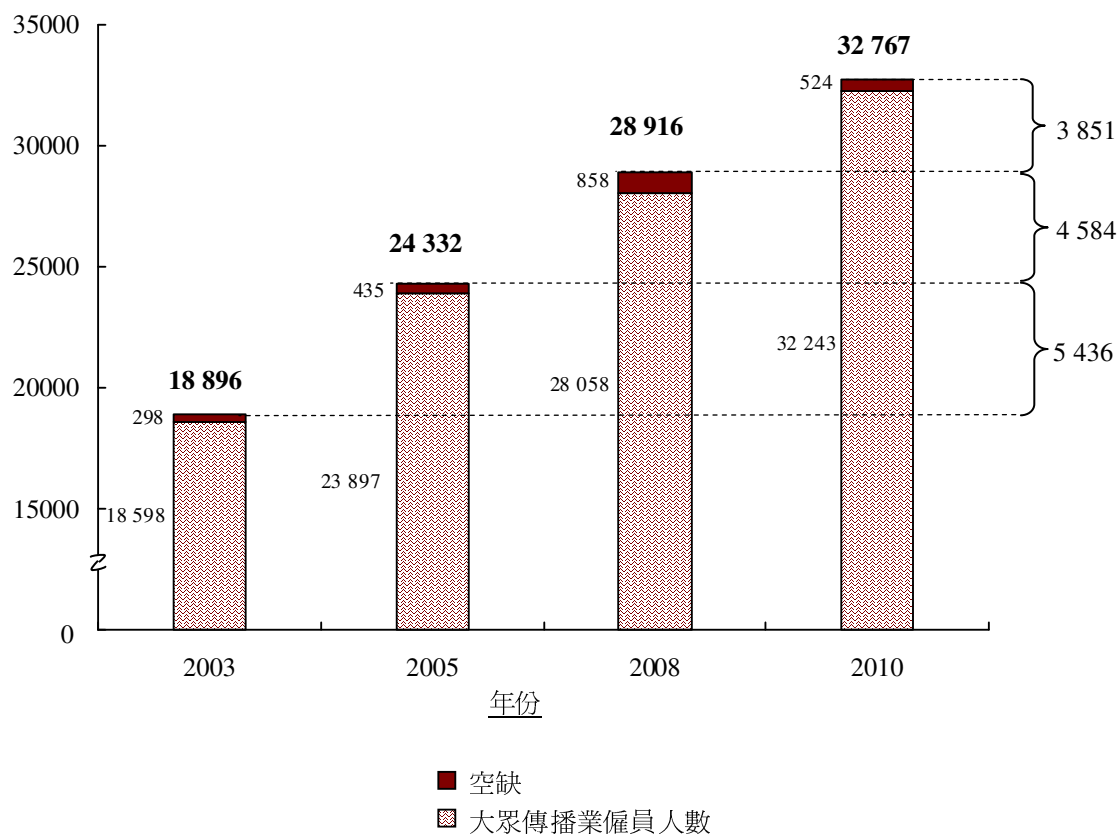
2.22 大眾傳播業的人力市場在 2005 年 12 月顯著改善（較 2003 年 12 月增加 28.5%），於 2010 年 2 月保持平穩，業內總僱員人數上升至 32 243 人，較 2008 年 2 月（28 058 人）增加 14.9%，較 2001 年 12 月（19 617 人）增加 64.4%。然而由於整體勞動人口只有輕微增加，大眾傳播業僱員人數佔整體勞動人口的百分率在 2008 年 2 月至 2010 年 2 月間保持平穩，約為 0.8%。

### 大眾傳播業職位總數

2.23 經濟持續增長繼續支持大眾傳播業創造職位。整體而言，職位數目由 2008 年 2 月的 28 916 個，上升至 2010 年 2 月的 32 767 個，增幅為 13.3%（3 851 個），數字包括就業人數和空缺數目，詳情見圖 9。然而，相比於 2005 至 2008 年期間業內職位數目錄得 18.8% 的增長，可見香港僱主在計劃新職位時更為謹慎，這亦與失業率由 2008 年的 3.6% 回升至 2009 年 5.4% 的趨勢相符。

圖 9 大眾傳播業職位總數（包括僱員和空缺數目）  
（2003 年 12 月 - 2010 年 2 月）

#### 大眾傳播業職位



## 大眾傳播業機構與僱員百分率分布 (按公司規模劃分)

2.24 約 74.9% 的新聞業從業員受僱於僱員人數 50 人或以上的公司，惟在廣告與公共關係業，約八成公司屬小型企業，僱員人數不足 10 人，詳情見圖 10 與 11。

圖 10 新聞業機構與僱員百分率分布  
(按公司規模劃分)  
(2010 年 2 月)

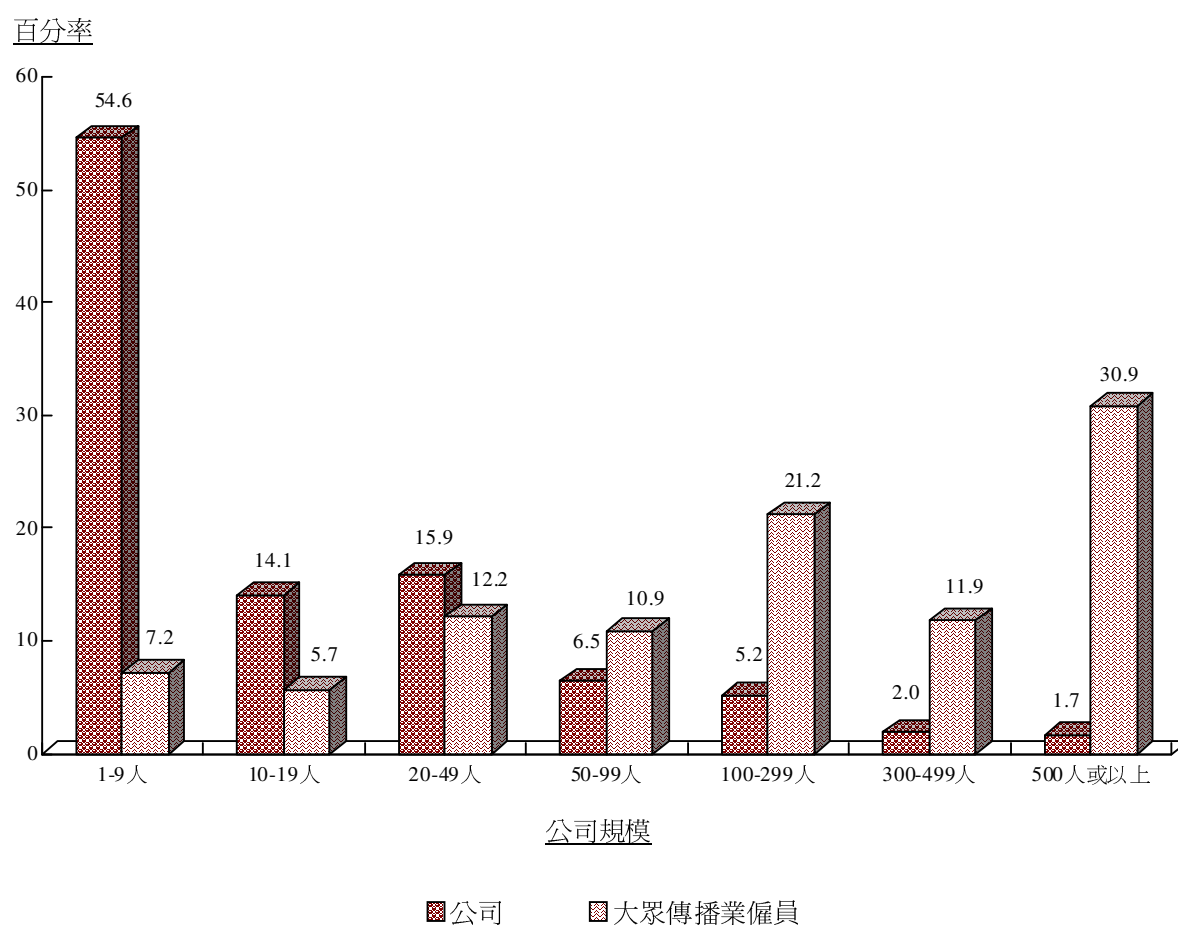
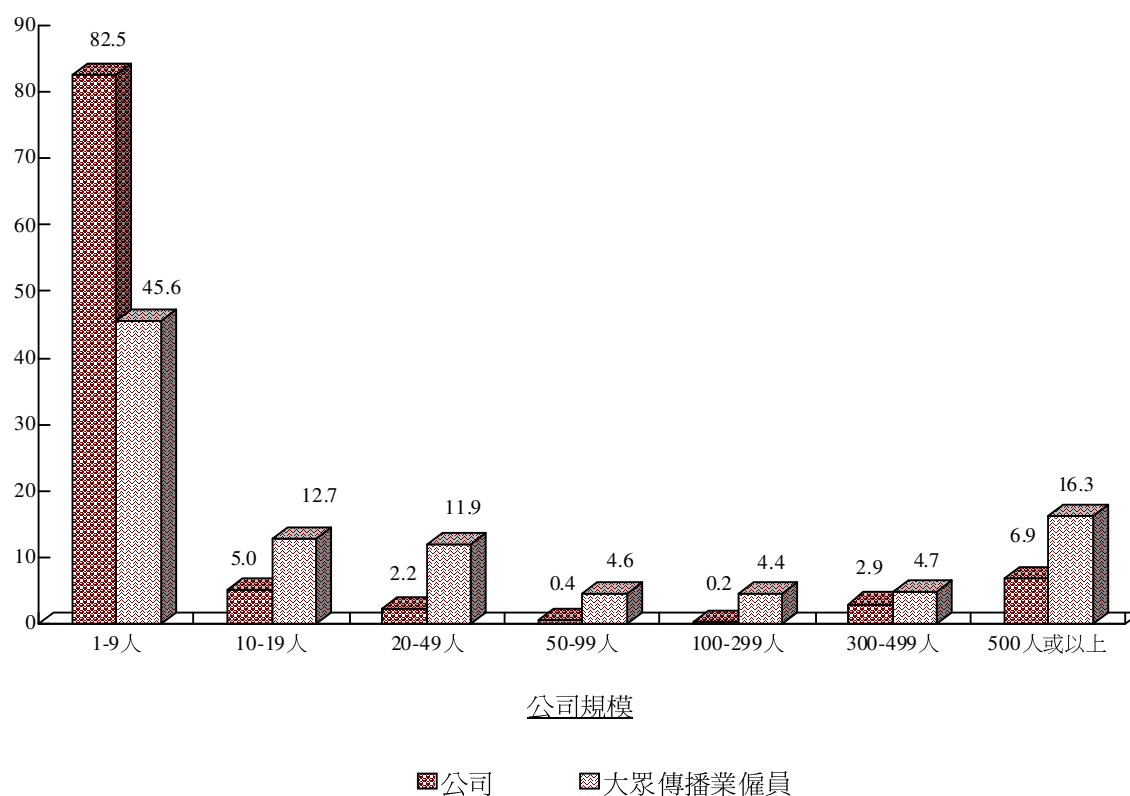


圖 11 廣告與公共關係業機構與僱員百分率分布  
(按公司規模劃分)  
(2010 年 2 月)

百分率



### 主要擔任網站工作的本地僱員

2.25 調查期間，514 間公司（佔調查涵蓋 5 106 間公司中的 10.1%）派遣／招聘僱員主要擔任網站工作，按門類劃分的公司百分率見表 2.11，當中以數碼／新媒體的比重最高（76.6%），其次是電台／電視台新聞部（43.3%）和報紙業（41.2%）。

表 2.11 派遣／招聘僱員主要擔任網站工作的公司數目

門類		派遣／招聘僱員主要擔任網站工作的公司 (2010年2月)				
		有	(%)*	沒有	未有說明	總數
1. 報紙業	包括傳媒 機構內的 廣告／ 公共關係／ 市場部	14	(41.2)	20	-	34
2. 雜誌業		66	(20.4)	258	-	324
3. 電台／電視台新聞部		13	(43.3)	17	-	30
4. 新聞通訊社		4	(16.0)	21	-	25
5. 數碼／新媒體		36	(76.6)	7	4	47
6. 公共關係服務供應商		26	(7.0)	338	9	373
7. 廣告業機構		295	(7.8)	3 447	43	3 785
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部		60	(12.3)	415	13	488
總 數		514	(10.1)	4 523	69	5 106

\* 佔該門類公司數目百分率。

2.26 表 2.12 按公司規模顯示旗下網站曾提供各種項目的公司百分率（按排名次序）。本會觀察到有派遣／招聘僱員主要擔任網站工作的公司中，逾半數運用圖像、圖片專輯和視頻片段作為網站的主要素材。本會認為公司若要經營成功的網上業務，必須建立吸引和奪目的網站。各門類的詳細分析見附錄 9。

表 2.12 於網站提供相關項目的公司百分率  
(按排名及公司規模劃分)

公司網站 提供的項目	公司規模								排名
	1-9 人 %*	10-19 人 %*	20-49 人 %*	50-99 人 %*	100- 299 人 %*	300- 499 人 %*	500 人或 以上 %*	整體 %*	2010 年 2 月
圖像	79.9	94.1	94.1	96.0	85.7	100.0	100.0	86.8	1
圖片專輯	80.6	75.0	66.7	80.0	57.1	100.0	87.7	78.6	2
視頻片段	50.0	52.9	41.2	60.0	42.9	100.0	66.7	52.3	3
音頻片段	29.6	22.1	27.5	40.0	42.9	100.0	49.1	32.7	4
網上廣播節目	9.2	-	7.8	16.0	28.6	-	22.8	10.3	5

註：%\* =  $\frac{\text{同一規模，且給予相同答案的公司數目}}{\text{同一規模且有派遣／招聘本地僱員主要擔任網站工作的公司總數}} \times 100\%$



2.27 表 2.13 顯示新聞業（包括傳媒機構內的廣告／公共關係／市場部）和廣告與公共關係業，分別有 600 名和 819 名僱員被派遣／招聘主要擔任網站工作。

表 2.13 主要擔任網站工作的本地僱員人數  
（按門類及公司規模劃分）

門類		公司規模								主要擔任網站工作，同時兼顧網站以外工作的業內僱員數目
		1-9 人 (%)*	10-19 人 (%)*	20-49 人 (%)*	50-99 人 (%)*	100-299 人 (%)*	300-499 人 (%)*	500 人或以上 %*	整體 %*	
新聞業 <sup>(1)</sup>										
報紙業 (5 659) <sup>+</sup>	包括傳媒機構內的廣告／公共關係／市場部	- (-)	- (-)	- (-)	3 (0.1)	5 (0.1)	4 (0.1)	77 (1.4)	89 (1.6)	3
雜誌業 (4 373) <sup>+</sup>		20 (0.5)	22 (0.5)	41 (0.9)	16 (0.4)	12 (0.3)	- (-)	- (-)	111 (2.5)	22
電台／電視台 新聞部 (2 250) <sup>+</sup>		- (-)	- (-)	34 (1.5)	1 (-)	48 (2.1)	- (-)	18 (0.8)	101 (4.5)	27
新聞通訊社 (240) <sup>+</sup>		- (-)	2 (0.8)	2 (0.8)	- (-)	- (-)	- (-)	- (-)	4 (1.7)	2
數碼／新媒體 (641) <sup>+</sup>		33 (5.2)	18 (2.8)	91 (14.2)	100 (15.6)	53 (8.3)	- (-)	- (-)	295 (46.0)	58
小 計		53 (5.6)	42 (5.5)	168 (10.3)	120 (8.4)	118 (4.3)	4 (0.3)	95 (2.4)	600 (4.6)	112
廣告與公共關係業										
公共關係服務供應商 (2 006) <sup>+</sup>		15 (0.8)	8 (0.4)	13 (0.7)	2 (0.1)	- (-)	- (-)	- (-)	38 (1.9)	10
廣告業機構 (13 236) <sup>+</sup>		312 (2.4)	83 (0.6)	45 (0.3)	17 (0.1)	15 (0.1)	- (-)	- (-)	472 (3.6)	313
公司或機構內企業傳訊／ 公共關係／廣告／市場部 (4 362) <sup>+</sup>		1 (-)	1 (-)	- (-)	1 (-)	1 (-)	63 (1.4)	242 (5.6)	309 (7.1)	235
小 計		328 (3.7)	92 (3.7)	58 (2.5)	20 (2.2)	16 (1.9)	63 (6.9)	242 (7.6)	819 (4.2)	558
總 數 ( 32 767) <sup>+</sup>		381 (1.2)	134 (0.4)	226 (0.7)	140 (0.4)	134 (0.4)	67 (0.2)	337 (1.0)	1 419 (4.3)	670

\* 佔該門類業內僱員總數百分率。

+ 該門類業內僱員總數。

註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.28 在 1 419 名被派遣／招聘來主要擔任網站工作的僱員中，需同時兼顧網站以外其他工作的新聞業僱員有 112 人（600 人中的 18.7%），廣告與公共關係業僱員有 558 人（819 人中的 68.1%）。有關數字證實本會的觀點，即在職業內僱員需一職多能，以配合數碼／新媒體的不斷發展，以及部分職位被合併和取締的情況。

## **在內地工作的本港大眾傳播業僱員**

2.29 調查期間，147 間公司（佔調查涵蓋 5 106 間公司中的 2.9%）曾派遣／招聘本地僱員在內地工作。（2008 年有 53 間，佔 4 080 間填覆公司的 1.3%。）表 2.14 顯示按門類劃分派遣僱員前往內地工作的公司，當中以數碼／新媒體的百分率最高（17.0%），其次為電台／電視台新聞部（13.3%）以及廣告業機構（3.0%）。

表 2.14 派遣／招聘本地僱員在內地工作的公司數目  
（按門類劃分）

門類		派遣／招聘本地僱員在內地工作的公司 （2010年2月）				
		有	(%)*	沒有	未有說明	總數
1. 報紙業	包括傳媒 機構內的 廣告／ 公共關係／ 市場部	-	(-)	34	-	34
2. 雜誌業		8	(2.5)	316	-	324
3. 電台／電視台新聞部		4	(13.3)	25	1	30
4. 新聞通訊社		-	(-)	25	-	25
5. 數碼／新媒體		8	(17.0)	35	4	47
6. 公共關係服務供應商		2	(0.5)	362	9	373
7. 廣告業機構		114	(3.0)	3 628	43	3 785
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部		11	(2.3)	441	36	488
<b>總 數</b>		<b>147</b>	<b>(2.9)</b>	<b>4 866</b>	<b>93</b>	<b>5 106</b>

\* 佔該門類公司數目的百分率。

2.30 表 2.15 顯示，76 名本地新聞業從業員（包括傳媒機構內的廣告／公共關係／市場部），以及 217 名廣告與公共關係業從業員被派遣／招聘至內地工作。（2008 年調查結果：新聞業有 105 名從業員，廣告與公共關係業有 115 名從業員。）當中 75 名執行人員級僱員擔任客戶服務主任和媒介策劃員，100 名輔助／技術級人員則在廣告業機構中從事美術設計員工作（公司僱員人數 1-9 人）。按門類及技能等級劃分的詳細分析見附件 12。

表 2.15 派遣／招聘至內地工作的本地僱員人數  
（按行業、技能等級與公司規模劃分）

公司規模 技能等級	1-9人	10-19人	20-49人	50-99人	100-299人	300-499人	500人或以上	整體
<b>新聞業<sup>(1)</sup></b>								
經理級	-	-	3	3	-	-	-	6
督導級	3	15	7	4	3	-	-	32
編採／製作人員級	4	-	12	8	7	-	-	31
輔助／技術人員級	3	-	2	2	-	-	-	7
<b>小計</b>	<b>10</b>	<b>15</b>	<b>24</b>	<b>17</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>76</b>
<b>廣告與公共關係業</b>								
經理級	-	3	1	1	2	-	5	12
主任級	6	-	4	2	2	6	10	30
執行人員級	75	-	-	-	-	-	-	75
輔助／技術人員級	100	-	-	-	-	-	-	100
<b>小計</b>	<b>181</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>6</b>	<b>15</b>	<b>217</b>
<b>總數</b>	<b>191</b>	<b>18</b>	<b>29</b>	<b>20</b>	<b>14</b>	<b>6</b>	<b>15</b>	<b>293</b>

註：（1）傳媒機構內的廣告／公共關係／市場部中獲派遣／招聘至內地工作的本地大眾傳播業僱員人數已納入新聞業各個技能等級內。

（2）因四捨五入關係，各項數字相加或與總計數字略有出入。

2.31 本會觀察到香港擁有大量具才華的新聞及廣告公關從業員，他們熟悉內地的大眾傳播產品及服務、語言及商業文化。隨着更多海外公司在香港設立地區業務，作為進軍內地市場的第一步；以及於 2010 年 5 月簽訂《內地與香港關於建立更緊密經貿關係的安排》（CEPA）補充協議七，以推展各項開放市場和促進貿易的措施，預計派遣／招聘員工到內地工作的公司數目將保持穩定增長。

## 各技能等級人力變化

2.32 對比上一次調查，各技能等級的大眾傳播業僱員人數均有所上升。當中從事新聞業的僱員增加 2 077 人，由 2008 年 2 月的 7 828 人，增加至 2010 年 2 月的 9 905 人，兩年的增幅為 26.5%。在廣告與公共關係業方面，整體人力增加 2 108 人，由 2008 年 2 月的 20 230 人，上升至 2010 年 2 月的 22 338 人，兩年的增幅為 10.4%。2008 年 2 月至 2010 年 2 月期間，大眾傳播業僱員人數變化（按行業及技能等級劃分）見表 2.16。

表 2.16 大眾傳播業僱員人力變化  
（按行業與技能等級劃分）  
（2008 年 2 月 - 2010 年 2 月）

技能等級	大眾傳播業僱員人數			
	2008 年 2 月	2010 年 2 月	增／減	%轉變
<b>新聞業</b>				
經理級	313	355	42	13.4
督導級	910	1 252	342	37.6
編採／製作人員級	4 922	6 197	1 275	25.9
輔助／技術人員級	1 683	2 101	418	24.8
<b>小計</b>	<b>7 828</b>	<b>9 905</b>	<b>2 077</b>	<b>26.5</b>
<b>廣告與公共關係業<sup>+</sup></b>				
經理級	2 718	2 817	99	3.6
主任級	5 007	5 259	252	5.0
執行人員級	12 429	12 887	458	3.7
輔助／技術人員級	76	1 375	1 299	1 709.2
<b>小計</b>	<b>20 230</b>	<b>22 338</b>	<b>2 108</b>	<b>10.4</b>
<b>總數</b>	<b>28 058</b>	<b>32 243</b>	<b>4 185</b>	<b>14.9</b>

<sup>+</sup> 包括傳媒機構內的廣告／公共關係／市場部。

註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

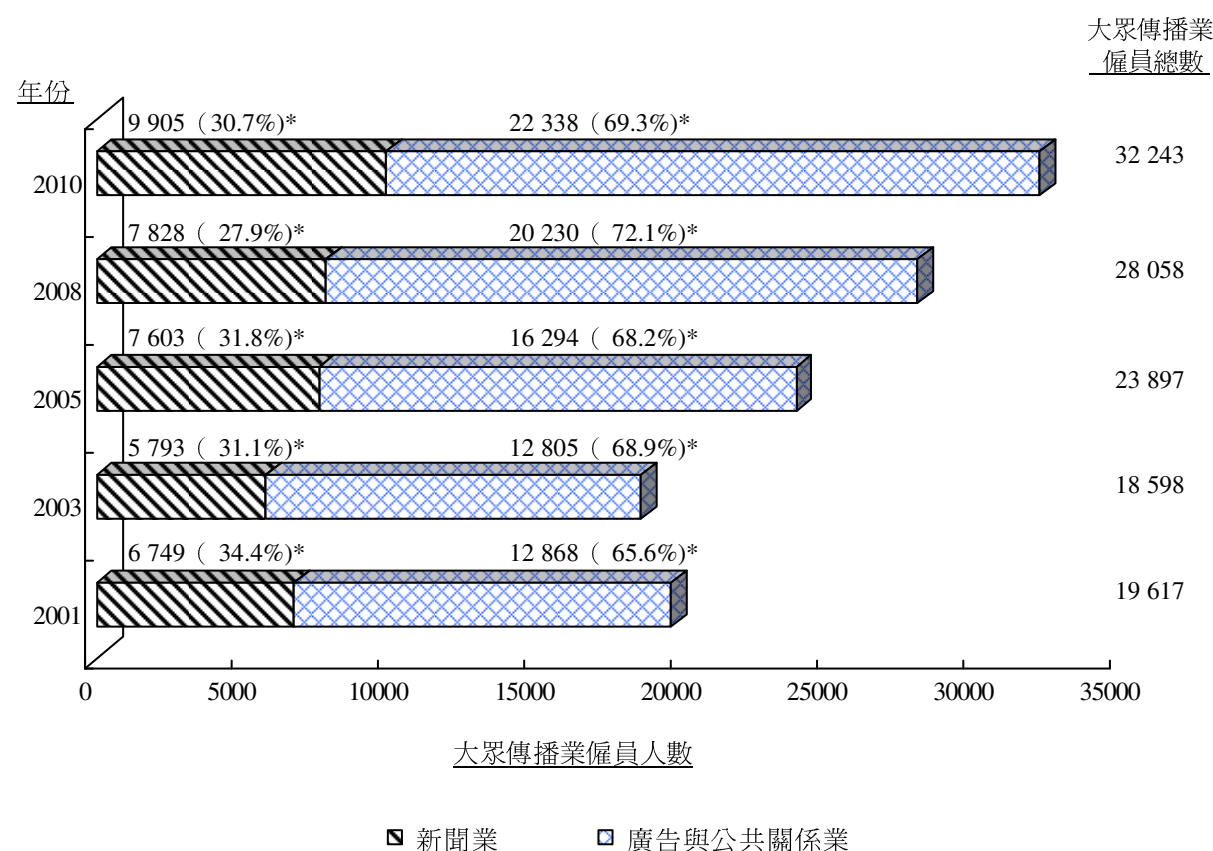
2.33 調查結果顯示，業內僱員由 2008 年 2 月的 28 058 人增至 2010 年 2 月的 32 243 人，整體增幅達 14.9%，本會認為頗能反映調查期間的業內人力情況。與 2005 年 12 月至 2008 年 2 月相比（由 23 897 人增至 28 058 人，整體增幅 17.4%），本會認為大眾傳播業的人力市場於過去兩年已有整固跡象。

2.34 各技能等級的僱員中，廣告與公共關係業的輔助／技術人員級僱員人數增幅最大，由 76 人上升至 1 375 人，增幅達 1 709.2%。本會認為由於在是次調查中，該行業，尤其是廣告業機構，僱用大量屬該技能等級的自由工作者（如美術設計員、網頁製作員、網主、技術員和推廣員），因而使有關數字激增。

## 各行業和門類的人力變化

2.35 過去兩年，大眾傳播業僱員人數上升 14.9%（4 185 人），增幅主要見於新聞業。2001 年 12 月至 2010 年 2 月各行業的人力分布見圖 12。2008 年 2 月至 2010 年 2 月間各行業和門類的業內僱員人數變化見表 2.17。

圖 12 各行業僱員分布  
(2001 年 12 月 - 2010 年 2 月)



\* 佔該次調查大眾傳播業僱員人數百分率。

表 2.17 各行業及門類僱員人數變化  
(2008 年 2 月 - 2010 年 2 月)

門類	大眾傳播業僱員人數			
	2008年2月	2010年2月	增／減	% 改變
<b>新聞業</b>				
報紙業	3 734	4 548	814	21.8
雜誌業	2 047	3 105	1 058	51.7
電台／電視台新聞部	1 642	1 740	98	6.0
新聞通訊社	249	174	-75	-30.1
數碼／新媒體	156	338	182	116.7
<b>小計</b>	<b>7 828 (27.9%)<sup>#</sup></b>	<b>9 905 (30.7%)<sup>#</sup></b>	<b>2 077</b>	<b>26.5</b>
<b>廣告與公共關係業</b>				
公共關係服務供應商	1 696	1 952	256	15.1
傳媒機構內的廣告／ 公共關係／市場部	2 258	3 081	823	36.5
廣告業機構	12 887	13 025	138	1.1
公司或機構內企業傳訊／ 公共關係／廣告／市場部	3 389	4 280	891	26.3
<b>小計</b>	<b>20 230 (72.1%)<sup>#</sup></b>	<b>22 338 (69.3%)<sup>#</sup></b>	<b>2 108</b>	<b>10.4</b>
<b>總數</b>	<b>28 058 (100.0%)<sup>#</sup></b>	<b>32 243 (100.0%)<sup>#</sup></b>	<b>4 185</b>	<b>14.9</b>

# 佔該次調查中僱員人數的百分率。

註：因四捨五入關係，各項數字相加或與總計數字略有出入。

2.36 受惠於強勁的廣告收益，以及新媒體平台瀏覽人數上升，2008 年 2 月至 2010 年 2 月期間，從事數碼／新媒體的業內僱員人數錄得最大升幅，達 116.7%（182 人）；其次為雜誌業，達 51.7%（1 058 人）和傳媒機構內的廣告／公共關係／市場部，有 36.5%（823 人）。新聞通訊社過去兩年間的業務發展一般，出現職位流失（30.1%，即 75 個職位）。

## 僱員宜有才能及每月平均收入

### 僱員宜有教育程度

2.37 調查顯示，僱主普遍屬意各級僱員具備學士學位，只有輔助／技術級人員宜有文憑／高級證書／證書程度。大眾傳播業僱員宜有教育程度（按技能等級與行業劃分）見表 2.18，各門類及職稱的僱員宜有教育程度詳見附錄 6。

表 2.18 僱員宜有教育程度  
(按技能等級與行業劃分)

技能等級	行業	宜有教育程度	佔僱員總數百分率 (按技能等級與行業劃分)
經理級	新聞業 (355)*	學士學位 (323) <sup>#</sup>	91.0%
	廣告與公共關係業 (2 817)*	學士學位 (2 060) <sup>#</sup>	73.1%
督導／主任級	新聞業(1 252)*	學士學位 (1 031) <sup>#</sup>	82.4%
	廣告與公共關係業(5 259)*	學士學位 (3 549) <sup>#</sup>	67.5%
編採／製作／ 執行人員級	新聞業(6 197)*	學士學位 (3 607) <sup>#</sup>	58.2%
	廣告與公共關係業(12 887)*	學士學位 (4 673) <sup>#</sup>	36.3%
輔助／ 技術人員級	新聞業(2 101)*	文憑／高級證書／證書 (814) <sup>#</sup>	38.7%
	廣告與公共關係業(1 375)*	文憑／高級證書／證書 (721) <sup>#</sup>	52.4%
<b>整體</b>	<b>新聞業(9 905)*</b>	<b>學士學位 (5 181)<sup>#</sup></b>	<b>52.3%</b>
	<b>廣告與公共關係業(22 338)*</b>	<b>學士學位 (10 360)<sup>#</sup></b>	<b>46.4%</b>

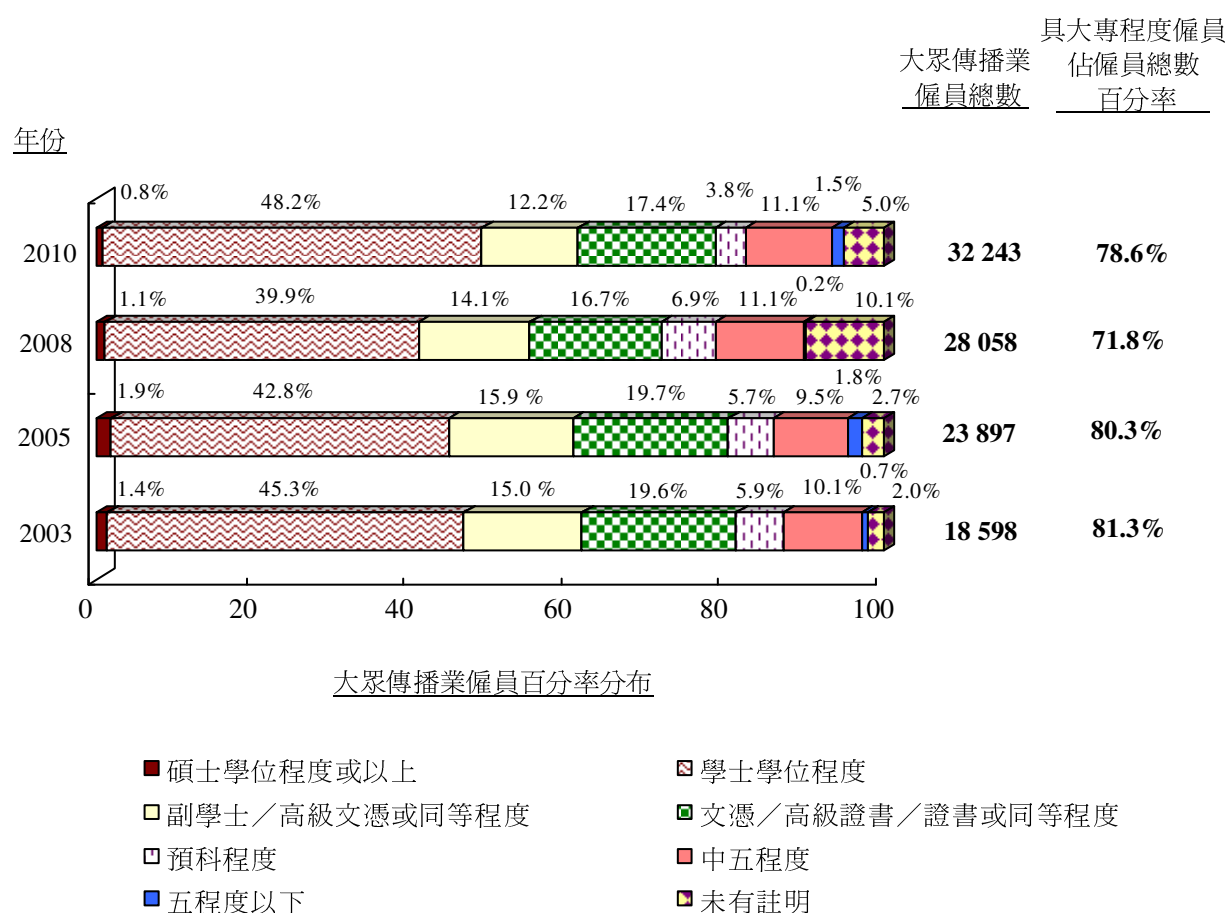
\* 該行業同級僱員總數。

# 該行業該技能等級的僱員宜有該教育程度的總人數。

2.38 本會發現，僱主普遍認為業內僱員（78.6%）宜有大專程度學歷（如文憑／高級證書／證書或以上學歷）。例如：80.3% 及 3.9% 客戶總監分別需擁有學士學位及副學士學位／高級文憑程度（2008 年調查結果：78.9% 及 4.6%）。

2.39 過去六年，僱主對僱員宜有教育程度的要求分別不大。2010年的調查顯示，僱主認為 49.0% 僱員宜有學士學位或更高學歷，29.6% 僱員宜有副學士學位／高級文憑／文憑／高級證書／證書學歷（2008年調查結果：41.0% 及 30.8%）。有關比例遠高於 2010 年第一季的 15 歲及以上，且擁有大專學歷的勞動人口比率（23.0% 達學士學位程度、8.9% 達非學士學位程度）（資料來源：摘自《綜合住戶統計調查按季統計報告書》的人力統計數字－2010 年 4 月至 6 月，香港政府統計處出版）。本會認為大眾傳播業屬知識密集型行業，需要聘用更多受過高深教育的人才。圖 13 比較過去六年僱主對僱員宜有教育程度的要求。

圖 13 僱員宜有教育程度  
(2003 年 12 月 - 2010 年 2 月)





## 僱員宜有相關年資

2.40 調查顯示，新聞業僱主一般認為經理級人員宜有 10 年至 15 年以下相關年資，督導級人員宜有 5 年至 7 年以下相關年資，編採／製作人員級和輔助／技術人員級僱員宜有 2 年至 5 年以下相關年資；廣告與公共關係業僱主則認為，經理級人員宜有 7 年至 15 年以下相關年資，主任級宜有 5 年至 7 年以下相關年資，執行人員級僱員宜有 2 年至 5 年以下相關年資，輔助／技術人員級僱員宜有 2 年以下的相關年資。僱員宜有相關年資（按行業、門類和技能等級劃分）摘錄於表 2.19。按門類及職稱劃分的詳細分析載於附錄 7。

表 2.19 僱員宜有相關年資  
(按行業、門類和技能等級劃分)

技能等級 門類	經理級	督導／主任級	編採／製作／ 執行人員級	輔助／ 技術人員級
<b>新聞業</b>				
報紙業	15 年或 以上	7 年至 10 年以下	5 年至 7 年以下	2 年至 5 年以下
雜誌業	10 年至 15 年以下	5 年至 7 年以下	5 年至 7 年以下	2 年至 5 年以下
電台／電視台新聞部	10 年或 以上	10 年至 15 年以下	7 年至 10 年以下	2 年 以下
新聞通訊社	10 年至 15 年以下	5 年至 7 年以下	2 年至 5 年以下	2 年以下
數碼／新媒體	10 年至 15 年以下	5 年至 7 年以下	2 年至 5 年以下	2 年至 5 年以下
<b>廣告與公共關係業</b>				
公共關係服務供應商	7 年至 10 年以下	5 年至 7 年以下	2 年至 5 年以下	-
傳媒機構內的廣告／ 公共關係／市場部	10 年至 15 年以下	7 年至 10 年以下	2 年至 5 年以下	-
廣告業機構	10 年至 15 年以下	5 年至 7 年以下	2 年至 5 年以下	2 年至 5 年以下
公司或機構內企業傳訊／ 公共關係／廣告／市場部	7 年至 10 年以下	5 年至 7 年以下	2 年至 5 年以下	2 年以下

2.41 本會發現，僱主普遍屬意僱員具備豐富業內經驗。例如：47.4%高級記者／記者職位需具備2年至5年以下相關年資，15.6%要求僱員具5年至7年以下相關年資。

## 薪酬幅度

2.42 各級新聞業僱員的平均每月總收入（包括底薪、超時工資、生活津貼、膳食津貼、佣金與花紅）如下：經理級由30,001元至80,000元不等，督導級由12,001至50,000元不等，編採／製作人員級由8,001元至30,000元不等，輔助／技術人員級由8,001元至20,000元不等。新聞業僱員的平均每月收入幅度（按門類和技能等級劃分）見表2.20。由於是次並非薪酬調查，所得資料僅供複查之用。

表 2.20 新聞業僱員平均每月收入幅度  
（按門類與技能等級劃分）

### 大眾傳播業僱員人數

技能等級	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有註明	總數
<b>報紙業</b>									
經理級	-	-	-	-	6	124	9	14	153
督導級	-	1	3	152	337	1	-	19	513
編採／製作人員級	2	5	2 124	462	35	-	-	273	2 901
輔助／技術人員級	2	424	467	-	5	-	-	83	981
<b>小計</b>	<b>4</b>	<b>430</b>	<b>2 594</b>	<b>614</b>	<b>383</b>	<b>125</b>	<b>9</b>	<b>389</b>	<b>4 548</b>
<b>雜誌業</b>									
經理級	-	-	11	36	23	24	32	28	154
督導級	-	29	103	73	62	2	-	74	343
編採／製作人員級	277	300	518	426	57	-	-	460	2 038
輔助／技術人員級	97	217	184	4	1	-	-	67	570
<b>小計</b>	<b>374</b>	<b>546</b>	<b>816</b>	<b>539</b>	<b>143</b>	<b>26</b>	<b>32</b>	<b>629</b>	<b>3 105</b>
<b>電台／電視台新聞部</b>									
經理級	-	-	-	-	4	8	11	10	33
督導級	-	-	-	177	70	45	-	38	330
編採／製作人員級	-	45	410	383	14	-	-	141	993
輔助／技術人員級	10	49	256	-	-	-	-	69	384
<b>小計</b>	<b>10</b>	<b>94</b>	<b>666</b>	<b>560</b>	<b>88</b>	<b>53</b>	<b>11</b>	<b>258</b>	<b>1 740</b>

技能等級	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有註明	總數
<b>新聞通訊社</b>									
經理級	-	-	2	4	-	-	2	3	11
督導級	-	2	16	-	9	1	-	9	37
編採／製作人員級	4	52	29	9	2	-	-	22	118
輔助／技術人員級	3	3	-	-	-	-	-	2	8
<b>小計</b>	<b>7</b>	<b>57</b>	<b>47</b>	<b>13</b>	<b>11</b>	<b>1</b>	<b>2</b>	<b>36</b>	<b>174</b>
<b>數碼／新媒體</b>									
經理級	-	-	-	-	1	2	-	1	4
督導級	-	-	3	12	2	-	-	12	29
編採／製作人員級	5	23	63	49	-	-	-	7	147
輔助／技術人員級	-	21	38	52	-	-	-	47	158
<b>小計</b>	<b>5</b>	<b>44</b>	<b>104</b>	<b>113</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>67</b>	<b>338</b>
<b>總數</b>	<b>400 (4.0)*</b>	<b>1 171 (11.8)*</b>	<b>4 227 (42.7)*</b>	<b>1 839 (18.6)*</b>	<b>628 (6.3)*</b>	<b>207 (2.1)*</b>	<b>54 (0.6)*</b>	<b>1 379 (13.9)*</b>	<b>9 905 (100.0)*</b>

\* 佔新聞業僱員的百分率。

2.43 各級廣告與公共關係業僱員的平均每月總收入如下：經理級由 20,001 元至 50,000 元不等，主任級由 12,001 至 50,000 元不等，執行人員級由 8,001 元至 30,000 元不等，輔助／技術人員級由 8,001 元至 20,000 元不等。廣告與公共關係業僱員的平均每月收入幅度（按門類和技能等級劃分）見表 2.21。按門類及職稱劃分的詳細分析載於附錄 8。

表 2.21 廣告與公共關係業僱員平均每月收入幅度  
(按門類與技能等級劃分)

大眾傳播業僱員人數

技能等級	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有註明	總數
<b>公共關係服務供應商</b>									
經理級	-	-	13	13	61	51	67	108	313
主任級	-	40	96	133	118	12	-	91	490
執行人員級	157	192	387	58	23	-	-	307	1 124
輔助／技術人員級	20	-	-	-	-	-	-	5	25
<b>小計</b>	<b>177</b>	<b>232</b>	<b>496</b>	<b>204</b>	<b>202</b>	<b>63</b>	<b>67</b>	<b>511</b>	<b>1 952</b>

技能等級	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有註明	總數
<b>傳媒機構內的廣告／公共關係／市場部</b>									
經理級	-	-	14	77	221	106	71	142	631
主任級	-	15	310	313	82	31	-	198	949
執行人員級	37	243	737	32	46	-	-	406	1 501
輔助／技術人員級	-	-	-	-	-	-	-	-	-
<b>小 計</b>	<b>37</b>	<b>258</b>	<b>1 061</b>	<b>422</b>	<b>349</b>	<b>137</b>	<b>71</b>	<b>746</b>	<b>3 081</b>
<b>廣告業機構</b>									
經理級	-	50	76	208	196	123	102	331	1 086
主任級	-	417	717	663	342	27	2	627	2 795
執行人員級	914	1 984	2 519	759	89	-	-	1 570	7 835
輔助／技術人員級	396	346	307	7	25	-	-	228	1 309
<b>小 計</b>	<b>1 310</b>	<b>2 797</b>	<b>3 619</b>	<b>1 637</b>	<b>652</b>	<b>150</b>	<b>104</b>	<b>2 756</b>	<b>13 025</b>
<b>公司或機構內企業傳訊／公共關係／廣告／市場部</b>									
經理級	-	-	7	109	116	162	61	332	787
主任級	-	-	223	176	249	20	-	357	1 025
執行人員級	70	233	741	509	150	-	-	724	2 427
輔助／技術人員級	-	15	7	-	5	-	-	14	41
<b>小 計</b>	<b>70</b>	<b>248</b>	<b>978</b>	<b>794</b>	<b>520</b>	<b>182</b>	<b>61</b>	<b>1 427</b>	<b>4 280</b>
<b>總 數</b>	<b>1 594 (7.1)*</b>	<b>3 535 (15.8)*</b>	<b>6 154 (27.6)*</b>	<b>3 057 (13.7)*</b>	<b>1 723 (7.7)*</b>	<b>532 (2.4)*</b>	<b>303 (1.4)*</b>	<b>5 440 (24.4)*</b>	<b>22 338 (100.0)*</b>

\* 佔廣告與公共關係業僱員的百分率。

2.44 表 2.22 顯示業內僱員薪酬自 2005 年 12 月起一直穩定上揚。本會認為在是次調查中，廣告與公共關係業中 7.1% 僱員的平均月薪低於 8,000 元，主要是因為廣告業機構，特別是僱用 1 至 9 名員工的公司聘請大量自由工作者（見表 2.5），其收入或以時薪、日薪或按項目收費計算。

表 2.22 各行業僱員薪酬分布情況  
(2005 年 12 月 - 2010 年 2 月)

年份	平均月入							
	\$8,000 或以下 (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 或以上 (%)*	未有註明 (%)*
<b>新聞業</b>								
2005 (7 603) #	20 (0.3)	996 (13.1)	2 791 (36.7)	1 119 (14.7)	571 (7.5)	272 (3.6)	105 (1.4)	1 729 (22.7)
2008 (7 797) #	8 (0.1)	470 (6.0)	2 994 (38.4)	1 087 (13.9)	854 (11.0)	149 (1.9)	29 (0.4)	2 206 (28.3)
2010 (9 905) #	400 (4.0)	1 171 (11.8)	4 227 (42.7)	1 839 (18.6)	628 (6.3)	207 (2.1)	54 (0.6)	1 379 (13.9)
<b>廣告與公共關係業</b>								
2005 (16 294) #	374 (2.3)	3 152 (19.3)	5 072 (31.1)	2 779 (17.1)	1 630 (10.0)	469 (2.9)	472 (2.9)	2 346 (14.4)
2008 (20 261) #	37 (0.2)	5 284 (26.1)	6 133 (30.3)	2 836 (14.0)	1 469 (7.3)	530 (2.6)	233 (1.1)	3 739 (18.4)
2010 (22 338) #	1 594 (7.1)	3 535 (15.8)	6 154 (27.6)	3 057 (13.7)	1 723 (7.7)	532 (2.4)	303 (1.4)	5 440 (24.4)

\* 佔該年該行業僱員人數的百分率。

# 該年該行業僱員總人數。

2.45 政府統計處近期的《綜合住戶統計調查》數據顯示，於 2010 年首季，按貨幣計算整體平均每月就業入息中位數（不包括外傭）有所增長，按年增幅 4.5%。本會觀察到於 2005 年 12 月至 2010 年 2 月期間，業內幾乎所有技能等級均有增薪。然而由於供求情況有異，新聞業以及廣告與公共關係業各門類各技能等級的平均月入幅度並不相同(見表 2.20 及 2.21)。

## 現職僱員需要提升的技能與知識

2.46 調查顯示，業內僱主普遍滿意在職從業員具備的技能／知識，然而部分僱主表示員工的技能／知識需要加強，以回應各種轉變（包括本港轉型為知識型經濟）。各行業的公司表示僱員有待加強技能／知識的百分率（按普及程度降序排列）見表 2.23。各技能等級及門類劃分的詳細分析詳載於附錄 10。

表 2.23 各行業公司表示僱員有待加強技能／知識的百分率  
（按普及程度降序排列）

技能／知識	整體		新聞業		廣告與公共關係業	
	排名	%*	排名	%*	排名	%*
普通話	1	49.0	3	42.2	1	49.5
多媒體的知識及應用	2	42.4	30	14.1	2	44.7
英語會話	3	42.1	13	27.1	3	43.3
網站設計及支援技巧	4	36.5	27	17.7	4	38.0
英文書寫能力	5	35.7	15	25.0	5	36.5
對創意及文化的瞭解	6	34.4	37	9.9	6	36.4
在中國內地的行業常規	7	29.6	11	28.1	8	29.7
市場管理	8	29.5	2	43.2	9	28.5
製作管理	9	28.7	7	32.3	10	28.4
創新媒體的研究及應用	10	28.6	31	13.0	7	29.9
跨文化的知識	11	26.5	8	32.3	14	26.0
中文書寫能力	12	26.5	10	29.2	13	26.3
銷售／市場推廣策略規劃	13	26.4	36	9.9	11	27.7
公關的諮詢／表達技巧	14	26.0	34	11.5	12	27.1
在中國內地的政治制度、社會和經濟發展	15	24.4	5	34.9	16	23.5
客戶策略規劃	16	24.1	40	8.3	15	25.3
企業傳訊／公共關係／公共事務管理	17	22.5	17	23.4	17	22.4
進入中國市場的法律和規條限制	18	22.1	9	30.2	18	21.5
客戶資料庫管理	19	20.4	35	9.9	19	21.3
項目管理	20	20.3	39	8.9	20	21.2
策略計劃管理	21	20.2	12	27.1	21	19.6
財務管理	22	19.0	23	19.3	22	19.0
市場調查的應用	23	17.9	32	12.0	23	18.4

技能／知識	整體		新聞業		廣告與公共關係業	
	排名	%*	排名	%*	排名	%*
人力資源管理	24	17.7	18	22.4	24	17.3
傳媒規劃及市場研究	25	15.8	38	9.4	25	16.3
危機管理	26	14.9	21	20.3	26	14.5
翻譯	27	12.7	20	21.4	27	12.0
電腦應用技巧	28	8.8	6	33.9	28	6.8
創新媒體科技產品	29	8.4	1	43.8	29	5.6
新科技與編輯工作結合	30	8.1	4	39.6	30	5.6
互聯網與新聞的結合	31	5.7	19	21.9	32	4.5
一身多職的能力	32	5.6	24	19.3	31	4.5
編採技巧	33	5.3	16	24.5	35	3.8
知識產權及版權法	34	5.3	26	18.2	33	4.3
印刷／電視／媒體製作技巧	35	4.5	29	15.6	36	3.6
傳媒法規與操守	36	4.5	22	20.3	38	3.3
批判性思考技巧及跨學科知識	37	4.5	28	16.7	37	3.5
新聞規劃	38	4.3	25	18.8	39	3.2
新科技與新聞工作流程結合	39	4.1	14	25.5	41	2.4
其他業內專業技能 （廣告與公共關係業） （包括平面廣告設計、櫥窗展示設計、 設計軟件的應用、印刷與出版知識、 以及高清拍攝）	40	3.7	47	-	34	4.0
受眾調查	41	3.6	33	11.5	40	2.9
其他創新媒體科技 （廣告與公共關係業） （包括程式編寫）	42	1.0	45	-	42	1.0
其他語文技能（包括日文）	43	0.1	41	1.0	45	-

\* 佔該行業回覆個案的百分率。

2.47 本會認為，要在全球資訊型經濟中保持競爭力和取得成功，關鍵在大眾傳播人力的質素和技能，因此培養充足的幹練人才，提升他們在職場的專業操守，對本港的長遠發展至為重要。各行業僱員首要加強的基礎技能／知識的比較（按普及程度降序排列）見表 2.24

表 2.24 各行業僱員首要加強的基礎技能／知識的比較  
（按普及程度降序排列）

排名	新聞業	廣告與公共關係業
1	創新媒體科技產品	普通話
2	市場管理	多媒體的知識及應用
3	普通話	英語會話
4	新科技與編輯工作結合	網站設計及支援技巧
5	在中國內地的政治制度、社會和經濟發展	英文書寫能力
6	電腦應用技巧	對創意及文化的瞭解
7	製作管理	創新媒體的研究及應用
8	跨文化的知識	在中國內地的行業常規

2.48 本會觀察到新聞業和廣告與公共關係業最重視的基礎技能／知識分別為「創新傳媒科技產品」和「普通話」，亦觀察到首八項基礎技能中包含多種管理和傳媒科技技巧，反映公司更重視發展上述技能／知識，以增加在全球市場的競爭力。

## **培訓需求與發展計劃**

### **在職從業員培訓需求**

2.49 調查顯示，僱主計劃於未來 12 個月向 4 652 名大眾傳播業僱員（以人次計）提供／資助參加技能和知識培訓。大量僱員需要進修，肯定了本會的看法，即僱主認為大眾傳播培訓十分重要，有助加強僱員的技能，並在全球經濟中保持競爭力。未來 12 個月獲僱主計劃資助接受各項技能／知識類別培訓的僱員人數（以人次計）（按行業、技能等級，以及技能／知識的類別劃分）見表 2.25，詳細結果分析見附錄 11。



表 2.25 未來 12 個月獲僱主計劃資助接受各項技能／知識  
類別培訓的僱員人數（以人次計）  
（按行業、技能等級，以及技能／知識的類別劃分）

技能／ 知識的類別  技能等級	管理 技能	有關 中國的 知識	語文 技能	創新媒體科技		業內專業技能		其他*	整體
				新聞業	廣告與 公共關係業	新聞業	廣告與 公共關係業		
新聞業 <sup>(1)</sup>									
經理級	11	7	1	2	5	2	-	-	28
督導級	17	11	-	24	7	7	1	-	67
編採／製作人員級	34	25	1	49	23	22	6	-	160
輔助／技術人員級	-	2	-	14	6	-	-	-	22
小 計	62	45	2	89	41	31	7	-	277
排 名	2	3	7	1	4	5	6	8	-
廣告與公共關係業									
經理級	304	137	134	8	123	21	165	-	892
主任級	232	169	260	52	341	25	416	-	1 495
執行人員級	82	143	314	49	514	33	653	25	1 813
輔助／技術人員級	25	1	30	-	3	-	116	-	175
小 計	643	450	738	109	981	79	1 350	25	4 375
排 名	4	5	3	6	2	7	1	8	-
總 數	705	495	740	198	1 022	110	1 357	25	4 652

\* 其他（包括廣告業機構中屬執行人員級的視窗展示設計）。

註：(1) 在傳媒機構內的廣告／公共關係／市場部中，未來 12 個月將獲僱主資助接受各項技能／知識類別培訓的僱員人數（以人次計）已納入新聞業各個技能等級內。

2.50 本會認為在正常情況下，僱主均樂意資助僱員接受任何對其業務有重要影響的新技術培訓，僱員可預期，在瞬息萬變的大眾傳播環境下，他們終身均需面對新技術的挑戰。

## 人力增長及預測

### 僱主預測 2011 年 2 月的人力需求

2.51 僱主預測至 2011 年 2 月時，職位數目將達 32 863 個，較目前的 32 767 個增長 0.3%（96 個）。按行業劃分，新聞業職位總數將微增 0.4%（35 個）；廣告與公共關係業職位亦微增 0.3%（61 個）。職位數目增長最多的為客戶主任（27 個），其次為廣告業機構的品牌策劃總監（13 個），顯示更多從業員將從事策劃和市場推廣／銷售相關工作，以切合市場需求。表 2.26 顯示僱主對 2011 年 2 月時業內主要職務的人力需求預測（按行業及技能等級劃分）；附錄 4 載有按門類及職稱劃分的更詳細資料。

表 2.26 僱主預測 2011 年 2 月時業內人力需求  
(按行業及技能等級劃分)

技能等級	2010 年 2 月的 人力需求 <sup>(1)</sup>	2011 年 2 月的 預測人力增長 (%)*	2011 年 2 月的 預測人力需求
<b>新聞業</b>			
經理級	355	1 (0.3)	356
督導級	1 254	4 (0.3)	1 258
編採／製作人員級	6 278	20 (0.3)	6 298
輔助／技術人員級	2 131	10 (0.5)	2 141
<b>小計</b>	<b>10 018</b>	<b>35 (0.4)</b>	<b>10 053</b>
<b>廣告與公共關係業<sup>+</sup></b>			
經理級	2 846	11 (0.4)	2 857
主任級	5 301	9 (0.2)	5 310
執行人員級	13 212	31 (0.2)	13 243
輔助／技術人員級	1 390	10 (0.7)	1 400
<b>小計</b>	<b>22 749</b>	<b>61 (0.3)</b>	<b>22 810</b>
<b>總數</b>	<b>32 767</b>	<b>96 (0.3)</b>	<b>32 863</b>

\* 佔 2010 年 2 月該行業該職級大眾傳播業僱員的百分率。

+ 包括傳媒機構內的廣告／公共關係／市場部。

註：(1) 人力需求包括現有僱員及空缺數目。

(2) 入關係，各項數字相加或與總計數字略有出入。

## 2011 年 2 月額外人力需求

2.52 根據僱主對 2011 年 2 月時的人力增長預測（見表 2.26），以及每年 3.0%的估計流失率，本會推算出 2011 年 2 月時新聞業及廣告與公共關係業的額外人力需求（按門類及技能等級劃分），詳情見表 2.27 及表 2.28。

表 2.27 2011 年 2 月新聞業的額外人力需求  
（按門類及技能等級劃分）

技能等級	2010 年 2 月的 大眾傳播業僱員 總數	僱主預測 2011 年 2 月的 人力增長	為填補流失* 空缺而須增聘的 僱員人數	預計 2011 年 2 月的 額外人力需求
<b>報紙業</b>				
經理級	153	1	5	6
督導級	513	3	15	18
編採／製作人員級	2 901	20	87	107
輔助／技術人員級	981	8	29	37
<b>小計</b>	<b>4 548</b>	<b>32</b>	<b>136</b>	<b>168</b>
<b>雜誌業</b>				
經理級	154	-	5	5
督導級	343	-	10	10
編採／製作人員級	2 038	-5	61	56
輔助／技術人員級	570	-	17	17
<b>小計</b>	<b>3 105</b>	<b>-5</b>	<b>93</b>	<b>88</b>
<b>電台／電視台新聞部</b>				
經理級	33	-	1	1
督導級	330	-	10	10
編採／製作人員級	993	-	30	30
輔助／技術人員級	384	-	12	12
<b>小計</b>	<b>1 740</b>	<b>-</b>	<b>53</b>	<b>53</b>
<b>新聞通訊社</b>				
經理級	11	-	-	-
督導級	37	-	1	1
編採／製作人員級	118	-	4	4
輔助／技術人員級	8	-	-	-
<b>小計</b>	<b>174</b>	<b>-</b>	<b>5</b>	<b>5</b>

技能等級	2010 年 2 月的 大眾傳播業僱員 總數	僱主預測 2011 年 2 月的 人力增長	為填補流失* 空缺而須增聘的 僱員人數	預計 2011 年 2 月的 額外人力需求
<b>數碼／新媒體</b>				
經理級	4	-	-	-
督導級	29	1	1	2
編採／製作人員級	147	5	4	9
輔助／技術人員級	158	2	5	7
<b>小計</b>	<b>338</b>	<b>8</b>	<b>10</b>	<b>18</b>
<b>總數</b>	<b>9 905</b>	<b>35</b>	<b>297</b>	<b>332</b>

\* 假定每年流失率為 3.0%。

表 2.28 2011 年 2 月廣告與公共關係業的額外人力需求  
(按門類及技能等級劃分)

技能等級	2010 年 2 月的 大眾傳播業僱員 總數	僱主預測 2011 年 2 月的 人力增長	為填補流失* 空缺而須增聘的 僱員人數	預計 2011 年 2 月的 額外人力需求
<b>公共關係服務供應商</b>				
經理級	313	-	9	9
主任級	490	5	15	20
執行人員級	1 124	-1	34	33
輔助／技術人員級	25	-	1	1
<b>小計</b>	<b>1 952</b>	<b>4</b>	<b>59</b>	<b>63</b>
<b>傳媒機構內廣告／公共關係／市場部</b>				
經理級	631	1	19	20
主任級	949	6	28	34
執行人員級	1 501	4	45	49
輔助／技術人員級	-	-	-	-
<b>小計</b>	<b>3 081</b>	<b>11</b>	<b>92</b>	<b>103</b>
<b>廣告業機構</b>				
經理級	1 086	10	33	43
主任級	2 795	-2	84	82
執行人員級	7 835	28	235	263
輔助／技術人員級	1 309	10	39	49
<b>小計</b>	<b>13 025</b>	<b>46</b>	<b>391</b>	<b>437</b>

技能等級	2010 年 2 月的 大眾傳播業僱員 總數	僱主預測 2011 年 2 月的 人力增長	為填補流失* 空缺而須增聘的 僱員人數	預計 2011 年 2 月的 額外人力需求
<b>公司或機構內企業傳訊／公共關係／廣告／市場部</b>				
經理級	787	-	24	24
主任級	1 025	-	31	31
執行人員級	2 427	-	73	73
輔助／技術人員級	41	-	1	1
<b>小計</b>	<b>4 280</b>	<b>-</b>	<b>129</b>	<b>129</b>
<b>總數</b>	<b>22 338</b>	<b>61</b>	<b>671</b>	<b>732</b>

\* 假定每年流失率為 3.0%。

註： (1) 「流失率」是指因轉行以及其他原因離開本業者佔業內僱員總數的百分率。  
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

## **2010 至 14 年的額外人力需求預測**

2.53 在推算大眾傳播業人力需求時，我們必須考慮人力市場情況，以及社會和經濟的迅速轉變。評估未來人力需求的工作殊不容易，須先作若干假設，衡量各項經濟因素。預測大眾傳播業人力需求的基本假設如下：

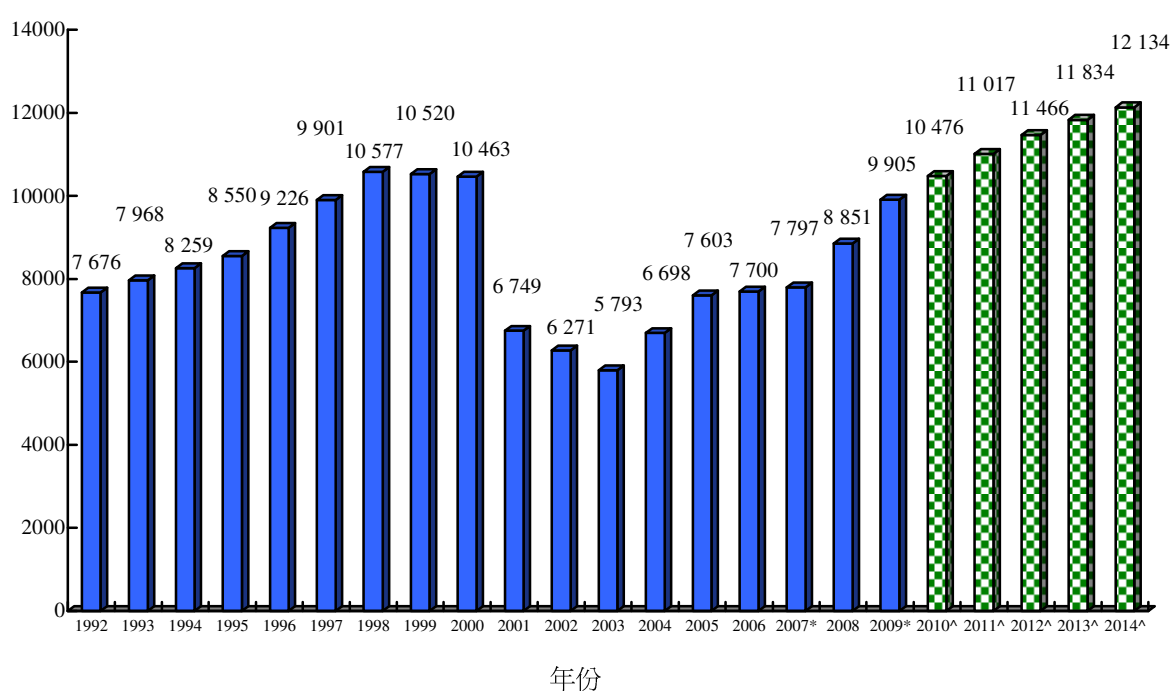
- (i) 經濟活動和就業情況持續維持於較佳水平；
- (ii) 科技不斷進步，生產方式、教育培訓服務及消費模式隨之改變；
- (iii) 本港並無發生戰亂或其他動盪，經濟增長情況不致大變。

2.54 大眾傳播業發展迅速，準確的人力預測方法有助業界未雨籌謀，確定人才培育計劃。由於教育及培訓業界人才需時經年，實有必要盡早預測行業需求，把握時間培養合適人才；否則，大眾傳播業如缺乏所需優秀人才，或會令本港經濟發展受到頗大影響。

2.55 本會採用調節過濾法，根據過去及今次調查結果（對較近期的數據給予較大比重），推算新聞業 2010 至 14 年間每年人力需求。本會經考慮行業前景及整體社會和經濟發展、僱主所作一年預測及僱員每年流失率等因素，選出最適當的推算數字，再據此計算出 2010 至 14 年間的每年人力需求，詳情見圖 14。

圖 14 2010 至 14 年新聞業的人力預測  
(採用調節過濾方法推算)

僱員人數



^ 2010、2011、2012、2013 及 2014 年的數字為翌年 1 月及 2 月的推算數據。

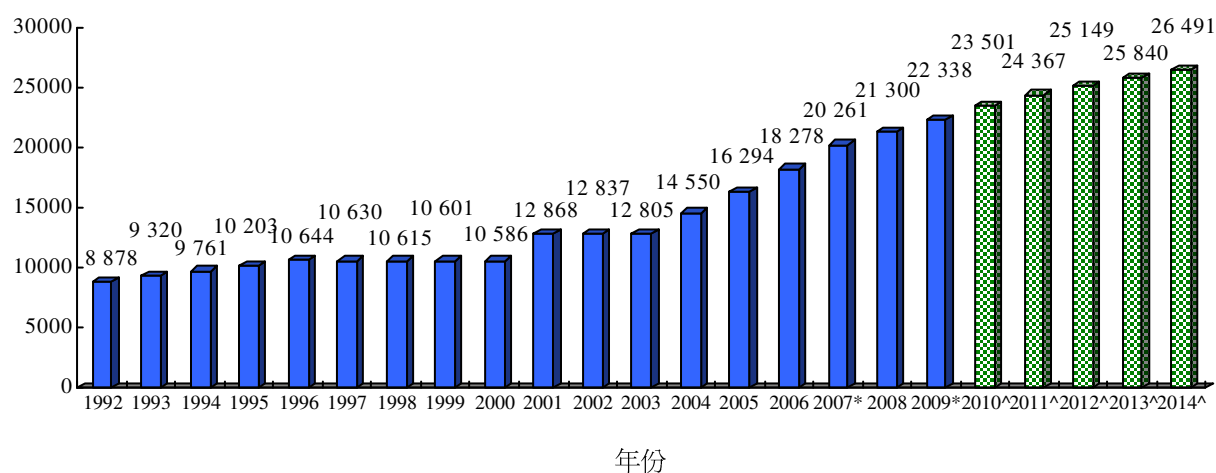
\* 2007 及 2009 年的數字為翌年 1 月及 2 月的真實調查數據。

註： 1993、1995、1997、1999、2001、2003 及 2005 年的數字為當年 11 及 12 月的真實調查數據。

2.56 此外，本會亦採用人力市場分析方法（LMA），預測廣告與公共關係業每年人力需求，方法是審視一組反映本港經濟、人口及人力市場轉變情況的主要統計數據／經濟指標，而這些數據或指標均由信譽可靠的獨立機構蒐集所得。之後，再採用「主要因素分析」的變數篩選方法，從多個經濟指標選取和決定相關的變數／因子，從而建立和維持統計模型。廣告及公共關係業 2010 至 14 年的人力預測（採用人力市場分析方法）見圖 15，詳情見附錄 13。

圖 15 2010 至 14 年廣告與公共關係業的人力預測  
（採用人力市場分析方法推算）

僱員人數



^ 2010、2011、2012、2013 及 2014 年的數字為翌年 1 月及 2 月的推算數據。

\* 2007 及 2009 年的數字為翌年 1 月及 2 月的真實調查數據。

註：1993、1995、1997、1999、2001、2003 及 2005 年的數字為當年 11 及 12 月的真實調查數據。

2.57 本會相信，隨着香港經濟復甦周期持續，加上內部需求、《內地與香港關於建立更緊密經貿關係的安排》（CEPA）及泛珠江三角洲合作的帶動，長遠來說大眾傳播業人力需求將會持續增長。表 2.29 以圖 14、15 的數據為基礎，列出各行業於 2010 至 14 年的每年額外人力需求。

表 2.29 2010 至 14 年各行業額外人力需求預測

行 業	每年平均 人力需求預測 (A)	每年平均 人力增長預測 (B)	為填補流失* 空缺而須增聘 的僱員人數 (C) =(A) x 0.03	每年額外 人力需求預測 (D) =(B) +(C)
新聞業	11 385	446	342	788
廣告與公共關係業 <sup>+</sup>	25 070	831	752	1 583
<b>總 數</b>	<b>36 455</b>	<b>1 277</b>	<b>1 094</b>	<b>2 371</b>

+ 包括傳媒機構內的廣告／公共關係及市場部。

\* 假定每年流失率為 3.0%。

註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

### 預測 2010 至 14 年每年額外人力需求分布情況 (按行業及宜有教育程度劃分)

2.58 本會根據 2.39 段和附錄 6 所顯示的大眾傳播業僱員宜有教育程度，預測 2010 至 14 年的每年額外人力需求分布情況（按行業及宜有教育程度劃分），詳情見表 2.30。

表 2.30 預測 2010 至 14 年每年額外人力需求分布情況  
(按行業及宜有教育程度劃分)

教育程度 行 業	碩士學位 或以上	學士學位	高級文憑／ 副學士	高級證書／ 文憑／證書	預科	中五 畢業	中五 以下	總數
新聞業	6	399	102	144	32	92	13	788
廣告與公共關係業 <sup>+</sup>	13	803	204	290	63	185	25	1 583
<b>總 數 (%)*</b>	<b>19 (0.8)</b>	<b>1 202 (50.7)</b>	<b>306 (12.9)</b>	<b>434 (18.3)</b>	<b>95 (4.0)</b>	<b>277 (11.7)</b>	<b>38 (1.6)</b>	<b>2 371 (100.0)</b>

+ 包括傳媒機構內的廣告／公共關係及市場部。

\* 大眾傳播業每年額外人力需求預測百分率。

註： 未有註明宜有教育程度的僱員已按比例撥歸各程度內。



## 本地院校大眾傳播課程預計畢業生供應人數

2.59 根據大學教育資助委員會（UGC）院校、香港專業教育學院及其他專上學院提供的資料，表 2.31 及附錄 14、15 按教育程度，分類列出 2010 至 14 年 UGC／政府資助及自負盈虧大眾傳播課程的預計畢業生人數。

表 2.31 2010 至 14 年 UGC／政府資助及自負盈虧  
大眾傳播課程的預計畢業生人數  
(按教育程度劃分)

年份 教育程度	2010		2011		2012		2013		2014		預計平均每年供應的畢業生人數		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	總數
PgD	22	793	25	762	23	799	24	772	25	727	24	771	795
DEG	355	324	354	478	357	477	346	530	346	563	352	474	826
AD	-	62	-	60	-	45	-	40	-	40	-	49	49
HD	278	241	256	240	193	375	208	444	182	432	223	346	569
<b>全年總數</b>	<b>655</b>	<b>1 420</b>	<b>635</b>	<b>1 540</b>	<b>573</b>	<b>1 696</b>	<b>578</b>	<b>1 786</b>	<b>553</b>	<b>1 762</b>	<b>599</b>	<b>1 640</b>	<b>2 239</b>

DEG - 學士學位  
AD - 副學士  
GF - UGC／政府資助課程

PgD - 研究院學位／文憑／證書  
HD - 高級文憑  
SF - 自負盈虧課程

2.60 畢業生供應人數（包括入讀增修課程的從業員）與入職率有關；「入職率」指真正投身本業的大眾傳播課程畢業生的百分率。本會研究過圖 16 的全日制 UGC 院校畢業生就業調查後，認為於 2010 至 14 年間，全日制學士畢業生的成功入職率不會低於 71.2%，而全日制副學位畢業生則不會低於 49.0%。根據有關數據，表 2.32 列出本地教育及培訓機構大眾傳播課程畢業生的預計平均每年供應人數（按教育程度劃分）。

表 2.32 預計 2010 至 14 年大眾傳播課程畢業生  
平均每年供應人數（按教育程度劃分）

教育程度	預計平均每年的 畢業生人數		平均* 成功入職率	預計平均每年供應量			
	GF	SF		GF	SF	總數	
研究學位／文憑／證書	24	771	0.60	14	463	477	1 064
學士學位	352	474	0.71	250	337	587	
副學士	-	49	0.49	-	24	24	303
高級文憑	223	346	0.49	109	170	279	
<b>總 數</b>	<b>599</b>	<b>1 640</b>		<b>373</b>	<b>994</b>	<b>1 367</b>	

\* 根據 2008/09 年 UGC 院校及香港專業教育學院全日制畢業生就業調查。

註： GF = UGC／政府資助課程 SF = 自負盈虧課程

## 人力供求分析

2.61 是項分析主要目的是根據僱員教育程度，評估大眾傳播業 2010 至 14 年間每年的額外人力供求情況。詳情見圖 17。

圖 17 2010 至 14 年大眾傳播業每年額外人力供求情況  
（按教育程度劃分）

### 大眾傳播業人力

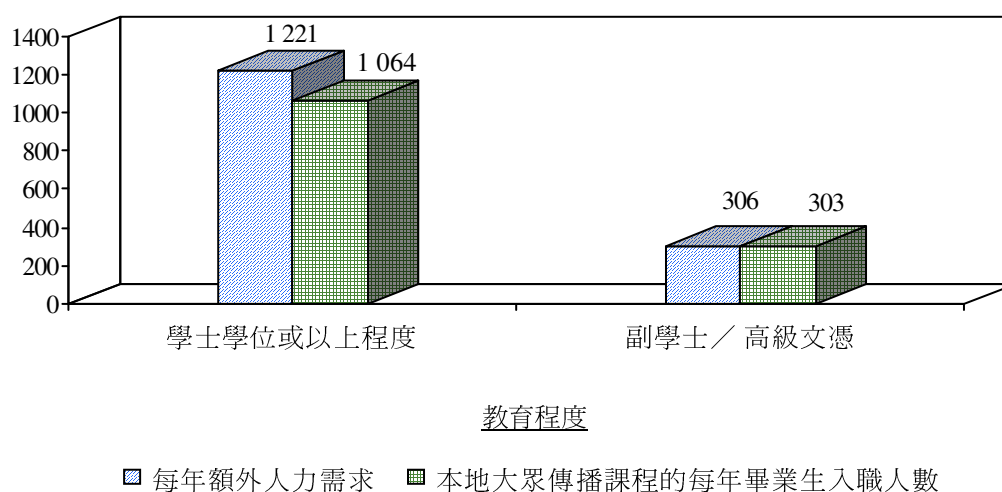
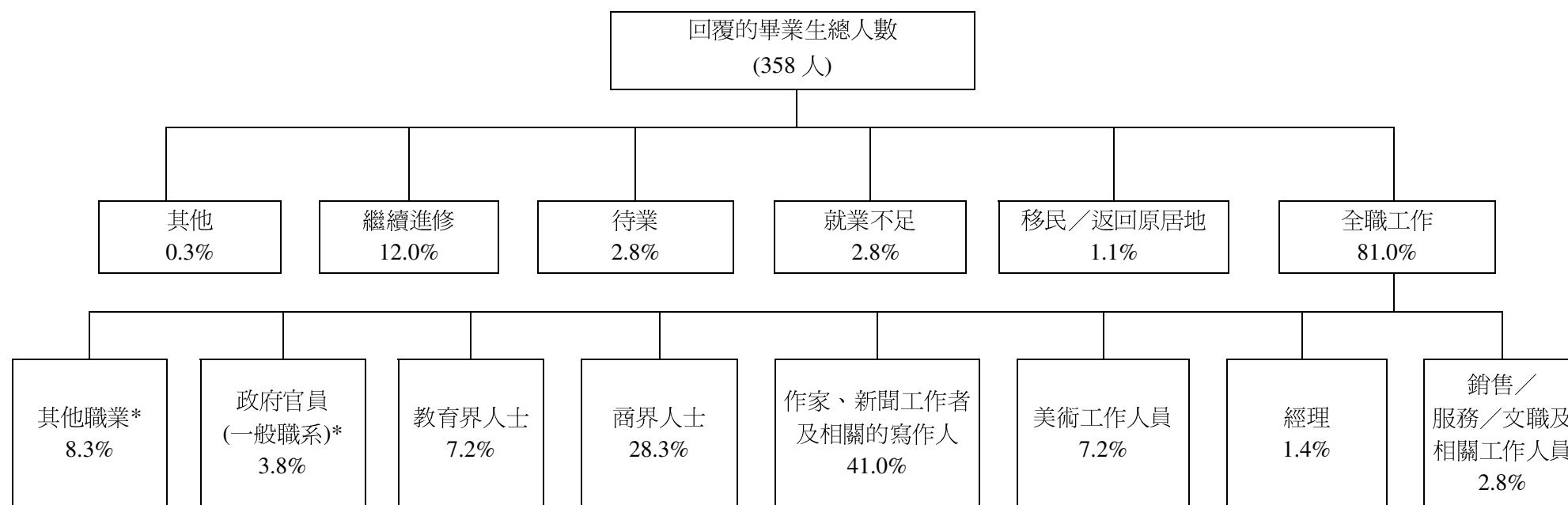


圖 16 全日制大眾傳播學士課程畢業生的初期就業情況



\* 與入職率無關的職業不在此列。因此計算出全日制學士課程畢業生的成功入職率為 71.2% (即 81.0% x 87.9%)。

資料來源: 2008/09 年 UGC 院校全日制畢業生就業調查。

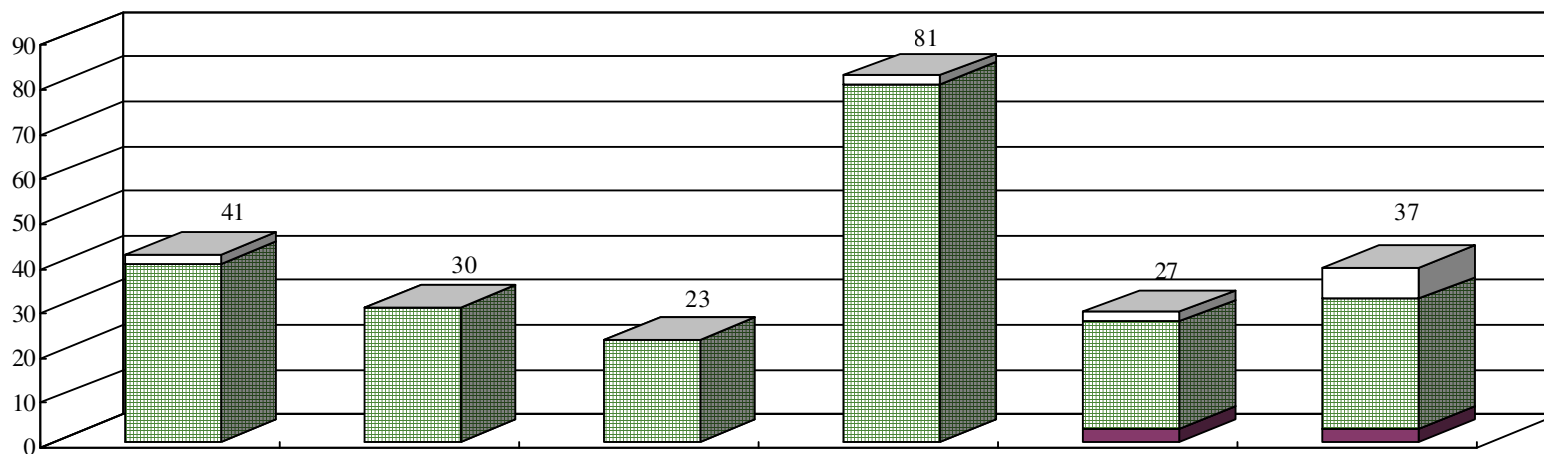
2.62 表 2.30、2.32 及圖 17 的資料顯示，本地學士或以上程度大眾傳播課程的畢業生每年平均只得 1 064 名，而業界預計每年需增聘 1 221 名具該程度學歷的僱員，故本地人力供應將不能滿足市場需求，而每年未能填補的 157 個空缺將由海外歸來的大眾傳播課程畢業生或曾接受相關深入訓練的其他課程畢業生填補。圖 18 列出其他學科及教育程度畢業生受僱擔任作者、新聞工作者及相關寫作人的情況。

2.63 至於副學士／高級文憑及文憑／高級證書／證書程度的職位，預計每年未能填補的 434 個文憑／高級證書／證書程度人力空缺，一般可由其他學科畢業生填補。很多本地其他學科畢業生均願意修讀本地院校開辦的相關課程，然後加入大眾傳播行列。

2.64 本業每年需招聘 410 人負責各項大眾傳播工作，這方面的需求可由中七或以下程度的畢業生填補。但他們大多需要接受合適的相關技術訓練才能勝任工作要求。教育及培訓機構與僱主可為他們提供基本技能訓練。

圖 18 非大眾傳播學科畢業生受僱擔任作者、新聞工作者及相關寫作人的情況  
(按學科及程度劃分)

全日制 UGC 資助課程畢業生人數



學科 教育程度	社會科學	商業與管理	人文學	語文及 相關課程	藝術與設計／ 教育	其他 <sup>(1)</sup>	總 數
研究院學位 	1	-	-	1	1	6	9
學士學位 	40	30	23	80	24	29	226
副學位程度 	-	-	-	-	2	2	4
<b>總數</b>	<b>41</b>	<b>30</b>	<b>23</b>	<b>81</b>	<b>27</b>	<b>37</b>	<b>239</b>

註：(1) 其他包括醫學、生物科學、物理科學、數學、電腦科學與資訊科技、工程與科技、教育學等學科。

(2) 由於部分 UGC 資助課程涉及多個學科，學生會按比例撥歸相關的學科，因此學生數目或不會是整數。上表的數字已按四捨五入原則化為整數。

資料來源：2008/09 年 UGC 院校全日制畢業生就業調查。

## **主要發展及業務展望**

### **大眾傳播業的主要發展**

2.65 根據 2008 及 2010 年調查所反映的人力變化及其他觀察所得，本會歸納出大眾傳播業有下列的發展趨勢：

#### 網上／新媒體的發展對業務和人力需求的影響

- (i) 數碼／新媒體業務持續發展，包括按節目收費的 IPTV、網上報章／雜誌等，有關範疇的就業機會最為理想。此外，本地報章／雜誌會提供電子版本，電台提供網上廣播或網絡服務，加上電視台發展數碼電視廣播等，這些發展亦為有志成為記者及編輯的人士提供更佳就業機會（見表 4.1、4.2 及 4.3）。
- (ii) 數碼／新媒體服務不斷提升，工作數量和複雜程度亦增加，使正稿製作員、美術設計員、記者及編輯的需求大增，尤其是具備網上媒體經驗的人員（見表 4.5）。
- (iii) 電子商務網站需提供不同的內容，例如圖像、圖片專輯、視頻片段、音頻片段、網上廣播等，因此，有需要調派或招聘本地大眾傳播從業員專責開發電子商務網站（見表 2.12）。
- (iv) 互動網站／電視與數碼平台將促進電子宣傳活動的發展，同時為廣告／公關從業員帶來更多就業機會（包括自由工作者）。
- (v) 部分廣告公司會聘用自由工作者擔任美術設計員，協助正稿製作員及網頁製作員設計網頁（見表 4.8）。
- (vi) 隨着數碼／新媒體業務發展，加上部分職位會合併或取消，目前的大眾傳播從業員須擁有多重技能，以便能勝任各種不同職務（見表 2.13）。例如記者需負責新聞製作（包括拍攝及撰稿）。

- (vii) 機構引進數碼／新媒體服務／運作模式，或會與現有的業務模式有所衝突，故此部分傳媒機構或傾向放緩發展網上業務／網絡服務。
- (viii) 業內對負責沖曬照片的黑房技術人員的需求，隨着有關工序電腦化而降低（見表 4.1）。

#### 轉型至知識型社會的影響

- (ix) 機構傾向精簡人手，因而需要聘請更多能身兼多職的大眾傳播人員。例如更多編採／製作人員將需兼任其他支援／技術工作。（見表 2.2）。
- (x) 雜誌門類中，更多本地公司僱用自由工作者從事各種大眾傳播職務（如編輯、攝影、記者、撰稿員、校對、排版員與美術設計員等），以應付人手及技能不足的問題，同時減省開支（見表 2.5）。
- (xi) 傳媒機構需要更多大眾傳播僱員參與策劃廣告／公關／市場推廣／銷售活動，並與公共關係服務供應商合作，為不同機構提供活動管理服務，針對目標觀眾或顧客，策劃及製作不同項目。部分傳媒機構亦聘請專責廣告／公關／市場推廣活動的人員（見表 4.7），在各門類機構中，這類僱員的人數在過去兩年均有所增長（見表 2.3）。
- (xii) 更多廣告／公關／市場推廣僱員與傳媒伙伴緊密合作，舉辦宣傳研討會／活動，務求增加媒體渠道的數目和種類，接觸目標顧客。
- (xiii) 在競爭愈趨激烈、顧客要求日高的情況下，更多設有廣告／公共關係／市場部的本地傳媒機構體會到廣告宣傳、品牌建立及機構形象的重要性，同時更重視市場／業務情報，因而聘用更多廣告銷售／客戶經理，以及廣告銷售助理／主任／客戶主任（見表 4.7）。市場亦對能操其他語言的從業員需求殷切。

- (xiv) 大眾傳播從業員需要具備不同知識技能（例如普通話、多媒體的知識及應用、英語講寫能力、網站設計及支援技巧、創意及文化觸覺、內地行規等），才能勝任不同的工作（見表 2.23）。能應付轉變或把握新機遇的僱員，是大眾傳播業僱主一直渴求的人才。
- (xv) 更多公司或機構的企業傳訊／公共關係／廣告／市場部屬意聘用能身兼多職及富經驗的新聞業人員，負責機構內的廣告／公關／市場／銷售工作（見表 4.9）。
- (xvi) 大眾傳播業是知識密集型行業之一，因此僱主普遍屬意從業員具備於相關機構工作的經驗及職務專門技能，大部分職位均要求應徵者擁有學士學位或更高學歷（見表 2.19 及圖 13）。

#### 內地的發展對本港與內地人力需求的影響

- (xvii) 過去兩年內地的傳媒機構有長足發展，本地傳媒機構與內地同業融合的步伐減慢，而派遣／招聘本地從業員到內地工作的需求亦減少（見表 2.15）。
- (xviii) 內地機構內的廣告及公關部門於過去兩年發展愈趨成熟，無論人手及僱員才能方面均有增益，因此，派遣／招聘到內地支援有關外判及／或擔任大眾傳播職務的本地經理級僱員人數亦大減（見表 2.15）。
- (xix) 更多本地廣告與公關公司將支援／技術相關的職務外判（如草圖設計、印刷、網頁設計及更新等），以便專注核心業務、迅速拓展新領域、解決人力及技能不足的問題、同時減省成本。



## 業務展望

### 就業趨勢

2.66 大眾傳播業在過去 10 年經歷了穩定增長，僱員人數自 2001 年的 19 617 人增至 2010 年的 32 243 人，年均複合增長率達 5.6%，詳情載於表 2.33。

表 2.33 2001 年 12 月至 2010 年 2 月  
大眾傳播業僱員人數變化  
(按行業劃分)

	受僱人數					年均複合增長率		
	2001 年 12 月	2003 年 12 月	2005 年 12 月	2008 年 2 月	2010 年 2 月	2001-2005 (%)	2005-2010 (%)	2001-2010 (%)
大眾傳播業僱員	19 617	18 598	23 897	28 058	32 243	5.1	6.2	5.6
包括：								
新聞業	6 749	5 793	7 603	7 828	9 905	3.0	5.4	4.3
廣告與公共關係業 <sup>+</sup>	12 868	12 805	16 294	20 230	22 338	6.1	6.5	6.3

<sup>+</sup> 包括傳媒機構內的廣告／公共關係／市場部。

註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.67 香港經濟逐漸渡過環球金融風暴的低潮而溫和復甦，人力市場於 2010 年首季轉趨活躍。本地生產總值明顯反彈，由 2009 年 -2.8% 回升至 2010 年首季 8.0%（與一年前同季比較的實質變幅）。受惠於強勁的境內旅遊業、蓬勃的金融市場活動和離岸貿易繼續上揚，失業率亦下降，從 2009 年的 5.4% 降至 2010 年首季的 4.4%（資料來源：政府統計處）。然而，更多大眾傳播業公司會較為審慎，小心計劃招聘人員填補現有及新增空缺的安排，冀能於市場中加強本身的長遠競爭力。

## **新聞業**

### **轉型至知識型社會的影響**

2.68 隨着本港發展為資訊主導型社會，本地傳媒的職能更形重要。報章一直是為公眾報導世界大事發展及深入分析時事的主要媒介。其他資訊來源有電視、電台、數碼／新媒體等。此外，還有林林總總的雜誌，涉及題材廣泛，包括專門項目、一般興趣與消閒等。本會認為更多廣告客戶將會採用雜誌／新媒體作為推廣產品銷售的工具，導致更多出版商及報業機構考慮擴展雜誌／新媒體業務；而為了讓書本／雜誌(包括電子版本)和輔助產品以創新設計吸引讀者，業界需增聘編輯、記者、正稿製作員及美術設計員(包括自由工作者)。

### **內地發展的影響**

2.69 吸收新知及技術並應用於業務上以創造新價值，是知識型經濟下機構保持競爭力的致勝之道。中國「第十二個五年計劃」着力促進技術發展將帶來商機；中國加入世界貿易組織後投資於內地市場的外資急增；CEPA 為香港進軍內地市場打開大門；短期及中期而言，香港的經濟均會受惠於這些發展。香港的設施完配，擁有善於管理及推行項目，並具備與傳媒相關的廣告／銷售／公關及市場推廣知識及經驗的人才；保護知識產權的法規完備並嚴格執行；這些因素均有助本地公司與內地伙伴或國際機構加強技術合作及貿易。

### **網上／新媒體發展的影響**

2.70 隨着互聯網在大眾傳播業的影響日增，大部分傳媒機構均設有網站。本會相信大眾傳播業必須適應互聯網所帶來的新挑戰，才能繼續發展。其中，數碼／新媒體會使業內的競爭加劇、多媒體內容更為豐富廣泛、促進新技術研發，並創造就業機會。

2.71 本會認為新聞業一直需要物色願意接受挑戰的人才，能夠製作優質的新聞與娛樂資訊，滿足要求極高的讀者與觀眾。然而，影響新聞業未來數年增長的因素包括行業整合，引進新科技、採用更多業外服務、以及其他媒體平台的競爭（如採用 web 2.0 及統一通訊模式的社交網站）。

## **廣告與公共關係業**

### **轉型至知識型社會的影響**

2.72 全球經濟一體化，知識型經濟的來臨，CEPA 進一步開放服務業的市場，加上內地的經濟迅速發展，為廣告及公共關係業帶來龐大的發展空間。一項業內調查顯示，2010 年廣告預算較 2009 年的實際廣告開支增幅輕微，而 2009 年的廣告開支主要用於建構品牌和加強客戶關係。本會觀察到廣告客戶投放更多經費於本地廣告中，遍及不同媒體／頻道（如報章、電視、互聯網、雜誌、宣傳活動和戶外宣傳）。本會相信，經濟增長將帶來更多產品和服務，對市場推廣和公關宣傳的需求因而增加，並要透過更多不同種類的宣傳媒體接觸目標客戶，從而創造新職位。

### **內地發展的影響**

2.73 本會觀察到更多國際廣告與公關公司將以外國獨資企業的模式進入中國市場，並加強與本地廣告與公關公司的合作。廣告與公共關係業具有充分優勢，既協助內地公司打入海外市場，也能助海外公司進軍內地。此外，本地的廣告與公關公司將加速整合業務資源，並加強與同業的合作，善用為香港打開大門的 CEPA、2010 年廣州亞運會，以及 2010 年上海世界博覽會等機會，開拓更蓬勃的業務。本會相信，有關盛事將刺激本地的專業公關服務和廣告市場，建議本地的大眾傳播從業員應學習中國相關的技能與知識（如語言，跨文化的知識及內地的行業常規等），確保他們在內地的項目和投資管理得宜。

### **網上／新媒體發展的影響**

2.74 本會觀察到資訊科技發展和數碼平台將使網上推廣更為蓬勃（如電郵、短訊服務和網上廣告），不僅成本較低，亦能為廣告與公共關係業締造商機，可發展和提供更多產品和服務，接觸活躍於數碼世界的年輕目標顧客。在免費報章、網上媒體和社交網站上刊登廣告將會是新趨勢，未來數年將迅速增長。誠如香港特區政府於 2008 年「數碼 21」資訊科技策略所指出，香港在影片製作、廣播、廣告、移動娛樂資訊、互動媒體和數碼遊戲方面創意人才濟濟，有條件發展為亞太區的數碼內容及服務樞紐。

## 第三章

### 建 議

#### 每年額外培訓需求

3.1 本報告內的調查結果反映調查進行期間大眾傳播業的人力情況；然而，現時環球金融市場的前景並不明朗，會對大眾傳播業的人力需求帶來影響。讀者參考報告內的人力數字及預測時需留意這一點。

3.2 根據每年平均人力增長預測、預計的僱員流失率（見 2.57 段表 2.29）、近期大眾傳播業發展趨勢和業界人士的經驗，本會預期 2010 至 14 年新聞及廣告公關兩個行業各技能等級的每年額外培訓需求如下：

表 3.1 大眾傳播業 2010 至 14 年各行業及技能等級的每年額外培訓需求

技能等級	預計每年額外培訓需求 (%)*	
新聞業		
經理級	28	(3.6)
督導級	98	(12.4)
編採／製作人員級	489	(62.0)
輔助／技術人員級	173	(22.0)
小 計	788	(100.0)
廣告與公共關係業 <sup>+</sup>		
經理級	207	(13.1)
主任級	361	(22.8)
執行人員級	904	(57.1)
輔助／技術人員級	111	(7.0)
小 計	1 583	(100.0)
總 數	2 371	

<sup>+</sup> 包括傳媒機構內的廣告／公共關係／市場部。

<sup>\*</sup> 「每年額外培訓需求」乃根據該行業不同技能等級 2011 年 2 月時額外僱員需求的百分率分布計算。

註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

## **配合 CEPA 落實、知識型經濟及全球經濟一體化所需的技能**

3.3 全球經濟一體化、知識型經濟的出現、落實《內地與香港關於建立更緊密經貿關係的安排》(CEPA)、中國經濟高速增長等因素，為大眾傳播業提供極大的發展空間。現今的大眾傳播從業員工作範疇多元化，需要具備不同知識，包括語文能力(如普通話及英語)、多媒體的知識及應用、網站設計及支援技巧、創意思維及文化觸覺、內地行規、市場／製作管理，以及創新媒體研究及應用等，有關的培訓需求將大幅增加（見 2.46 段表 2.23）。

3.4 本會認為「80 後」和「90 後」須有正面態度，並要坐言起行，設定和實踐人生目標。為此他們宜裝備相關技能（包括語文能力、多媒體知識、電腦知識、批判思考與創意思維、自我管理和危機意識），以加強在市場上的競爭力。

3.5 手提電話應用程式使手提電話市場於全球各地迅速發展，影響遍及生活各個範疇。手提電話的強勁平台，若結合較為靜態的社交媒體，可讓品牌能隨時隨地更有效地吸引客戶。隨着社交媒體藉着手提電話而普及，本會建議大眾傳播從業員應把握機會，透過加強培訓，以及吸收更多有關新傳媒趨勢和憑創新概念構思遠大策略等工作的經驗，並掌握實務技能，裝備自己迎接手提電話融入媒體和市場推廣項目的趨勢，透過「手機商貿」推廣服務和產品，接觸全球市場。

3.6 經濟結構轉型為大眾傳播業造就眾多機遇，並為從業員帶來廣闊的發展空間。為迎接未來的機遇及挑戰，包括本港經濟與內地進一步融合，本會建議從業員應把握機會，接受更多培訓，掌握有關大眾傳播業管理，以及中國內地的行業常規／發展方面的經驗，為日後的事業發展鋪路。

## **本地教育及培訓機構**

3.7 以本會觀察，大眾傳播課程畢業生宜接受深入訓練，加強培養專門的行業技能（如多媒體知識、全球傳媒文化／觸覺、媒體管理及商業智慧）；並掌握通用技能（如通識智慧、批判思考、商業心態、專業操守、以及溝通技巧等），以建立他們在行內的專業地位。此外，業內僱員經年累月獲得的工作經驗，可以傳授予新晉。

3.8 第 2.39 段圖 13 顯示，78.6%大眾傳播業僱員宜有文憑或以上學歷，因此，本會建議本地教育及培訓機構，應提供大眾傳播業相關的學位及副學位課程（包括多媒體技能、創新媒體研究及應用，以及跨文化知識的培訓），以配合行業需要。同時亦建議僱主聘用有關院校的大眾傳播學科畢業生，並透過提供內部培訓和外間培訓課程提高他們的技能，以加強公司的競爭力（見 2.49 段表 2.25）。

## **外間培訓課程**

3.9 大眾傳播業內的新媒體科技／環境瞬息萬變，促使在職從業員（包括管理層）繼續提升技能。為協助他們掌握所需技能，更勝任份內工作，本會一直與教育院校、行業組織及專業團體合作，為大眾傳播業僱員開辦實用短期課程和研討會。本會相信，在加強僱員技術能力和工作效能方面，職業訓練局的外間培訓課程是靈活而具成本效益的方法。建議應繼續開辦這類在職培訓課程／研討會，尤其是與先進科技應用及業內良好營運模式有關的培訓。

## **跨境行業考察**

3.10 面對未來的機遇與挑戰，包括本港與內地經濟進一步融合，本會建議本港與內地業界人士定期舉辦跨境考察活動，交流業內知識和經驗。範圍包括管理技能（包括市場推廣、製作、策略計劃、企業傳訊／公共關係／公共事務、顧客資料庫），以及中國相關的知識（如中國內地的行業常規、跨文化的知識、中國內地的政治制度、社會和經濟發展，以及進入中國市場的法律和規條限制等），預期有關範疇的培訓需求將會增加。本地的教育及培訓機構應為從業員提供相關的短期課程／研討會或夜間課程（可採用課堂或網上授課），協助他們達成終身學習的目標。

## **與外地專家合作**

3.11 為提高訓練質素，滿足業界的培訓需求，本會將與不同國家／地區（包括內地）的業界專家／教育院校／專業學會合作，結合各方資源，透過職業訓練局(VTC)的外間培訓課程或研討會，為大眾傳播從業員提供進階訓練。

## **學生實習培訓計劃**

3.12 實習培訓有助學生汲取相關工作經驗，在大眾傳播學科的課程中一直需求甚殷。為解決僱主在招聘僱員時遇到的主要困難，特別是應徵者缺乏相關經驗與技能／專業知識，本會建議應向就讀有關學科的學生提供更多實習培訓計劃。本會相信，憑藉大專院校／香港專業教育學院與專業團體／行業組織間的緊密聯繫，安排實習培訓計劃可為學生帶來寶貴的學習機會，讓他們在實際的大眾傳播／商業環境中加強技能，從而提升日後的受聘機會。本會建議僱主、專業團體／行業組織和政府全力支持這項計劃。

## **未來的人力調查**

3.13 大眾傳播業發展迅速，採用的科技、產品及服務發展日新月異，因此，本會認為應繼續進行每兩年一度的人力調查，協助評估大眾傳播業未來的人力需求。

3.14 本會觀察到有更多從業員可能以自僱或自由工作者的身分任職大眾傳播行業，而他們的平均月入幅度普遍較低，且以日薪、時薪或按項目逐次收費。為反映各門類和職級大眾傳播從業員的普遍收入分布，本會建議未來的調查可剔除自僱人士或自由工作者的平均月入幅度。

**Membership List**

**Mass Communications Training Board**  
**(As in October 2010)**

Chairlady:

Ms CHAN Suk-mei, May, BBS, JP (ad personam)

Members:

Mr CHAN Yee-hon, Joseph	(nominated by a Local Tertiary Institution)
Mr FUNG Chun-chiu, Danny	(nominated by The Newspaper Society of Hong Kong)
Mr FUNG Tak-hung, William	(nominated by a Pay TV Station)
Mr HO Chun-hung, Keith	(nominated by The Association of Accredited Advertising Agents of Hong Kong)
Ms HO Ming-wai, Celine	(nominated by The Hong Kong Advertisers Association)
Mr IP Wai-kwok, William	(nominated by the Hong Kong Public Relations Professionals' Association)
Mr KWAN Wai, Peter	(nominated by a Television Broadcasting Company)
Mr LAI Ting-yiu	(nominated by a Local Magazine Organization)
Prof LEE LAI Chun-hing, Annisa	(nominated by a Local Tertiary Institution)
Dr LEE Yuet-lin, Alice	(nominated by a Local Tertiary Institution)
Mr LEUNG Kam-hung, Stanley	(nominated by the Hong Kong Journalists Association)
Mr LEUNG Man-to, Matthew	(representing the Director of Information Services)
Mr LO Kok-lun, Alan	(nominated by a Local Newspaper)



Mr LUI Hong, Peace	(representing the Executive Director of the Vocational Training Council)
Ms MA Kin-san, Bianca	(nominated by a Radio Broadcasting Company)
Mr MA Man-king, Patrick	(representing the Director of Broadcasting)
Mr MAN Cheuk-fei	(nominated by the Hong Kong Federation of Journalists)
Mr POON Siu-kuen	(ad personam)
Ms SUNG Shuk-wai, Irene	(nominated by a Local Tertiary Institution)
Mr TAM Wai-chi, Marco	(nominated by the Public Relations Association of Hong Kong)
Ms TAM Wai-yi, Tammy	(nominated by the Hong Kong News Executives' Association)
Mr TSOI Po-tak, Alfred	(nominated by an On-Line Media)
Mr YIP Tak-lit, Patrick	(nominated by the Hong Kong Independent Advertising Agencies Association)

In Attendance:

Mr TSANG Chiu-hok, Victor	(Hong Kong Institute of Vocational Education)
Ms CHEN Sin-lok, Angela	(Vocational Training Council)

Secretary:

Mr SUEN Gar-yun, Garry	(Vocational Training Council)
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## **Membership List**

### **Working Party on 2010 Manpower Survey of the Mass Communication Industry**

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**(As in October 2010)**

#### Convener:

Dr LEE Yuet-lin, Alice (nominated by a Local Tertiary Institution)

#### Vice Convener:

Prof LEE LAI Chun-hing, Annisa (nominated by a Local Tertiary Institution)

#### Members:

Mr CHAN Yee-hon, Joseph (nominated by a Local Tertiary Institution)

Mr FUNG Chun-chiu, Danny (nominated by The Newspaper Society of Hong Kong)

Mr FUNG Tak-hung, William (nominated by a Pay TV Station)

Mr HO Chun-hung, Keith (nominated by The Association of Accredited Advertising Agents of Hong Kong)

Mr IP Wai-kwok, William (nominated by the HK Public Relations Professionals' Association)

Mr LAI Ting-yiu (nominated by a Local Magazine Organization)

Mr LEUNG Kam-hung, Stanley (nominated by the Hong Kong Journalists Association)

Mr LEUNG Man-to, Matthew (representing the Director of Information Services)

Mr LO Kok-lun, Alan (nominated by a Local Newspaper)

Mr LUI Hong, Peace (representing the Executive Director of the Vocational Training Council)

Ms TAM Sau-wah, Teresa (representing the Hong Kong Institute of Vocational Education)

Mr TAM Wai-chi, Marco

(nominated by the Public Relations Association  
of Hong Kong)

Mr TSOI Po-tak, Alfred

(nominated by an On-line Media)

In Attendance:

Mr LAM Wai-lim, William

(Census and Statistics Department)

Ms CHEN Sin-lok, Angela

(Vocational Training Council)

Secretary:

Mr SUEN Gar-yun, Garry

(Vocational Training Council)

大眾傳播業訓練委員會  
委員名單

(2010 年 10 月)

主席：

陳淑薇女士, BBS, JP

(獨立人士)

委員：

陳以衍先生	(某本地大專院校提名)
馮振超先生	(香港報業公會提名)
馮德雄先生	(某收費電視台提名)
何振鴻先生	(香港廣告商會提名)
何明惠女士	(香港廣告客戶協會提名)
葉衛國先生	(香港公共關係專業人員協會提名)
關偉先生	(某間電視廣播公司提名)
黎廷瑤先生	(某本地雜誌機構提名)
李賴俊卿教授	(某本地大專院校提名)
李月蓮博士	(某本地大專院校提名)
梁錦雄先生	(香港記者協會提名)
梁文滔先生	(政府新聞處處長代表)
盧覺麟先生	(某本地報社提名)
呂康先生	(職業訓練局執行幹事代表)
馬健生女士	(某間商業電台提名)
馬文敬先生	(廣播處處長代表)
文灼非先生	(香港新聞工作者聯會提名)
潘少權先生	(獨立人士)
宋淑慧女士	(某本地大專院校提名)
譚煒志先生	(香港公共關係學會提名)
譚衛兒女士	(香港新聞行政人員協會提名)
蔡寶德先生	(某網上傳媒提名)
葉德烈先生	(香港人廣告協會提名)

列席者：

曾昭學先生

(香港專業教育學院)

陳仙樂女士

(職業訓練局)

秘書：

孫嘉恩先生

(職業訓練局)

**大眾傳播業 2010 年  
人力調查工作小組**

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**委員名單**  
**(2010 年 10 月)**

**召集人：**

李月蓮博士 (某本地大專院校提名)

**副召集人：**

李賴俊卿教授 (某本地大專院校提名)

**委員：**

陳以衍先生	(某本地大專院校提名)
馮振超先生	(香港報業公會提名)
馮德雄先生	(某收費電視台提名)
何振鴻先生	(香港廣告商會提名)
葉衛國先生	(香港公共關係專業人員協會提名)
黎廷瑤先生	(某本地雜誌機構提名)
梁錦雄先生	(香港記者協會提名)
梁文滔先生	(政府新聞處處長代表)
盧覺麟先生	(某本地報社提名)
呂康先生	(職業訓練局執行幹事代表)
譚秀華女士	(香港專業教育學院代表)
譚煒志先生	(香港公共關係學會提名)
蔡寶德先生	(某網上傳媒提名)

**列席者：**

林瑋廉先生	(政府統計處)
陳仙樂女士	(職業訓練局)

**秘書：**

孫嘉恩先生	(職業訓練局)
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## **Terms of Reference**

### **Mass Communications Training Board**

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council the development of vocational education and training facilities to meet the assessed manpower demand.
4. To advise the Hong Kong Institute of Vocational Education (IVE) and training & development centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning, curriculum development and quality assurance systems of the IVE and training & development centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill elements.
8. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.
10. To liaise with relevant bodies on matters pertaining to the development and promotion of vocational education and training in the industry, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments.
11. To organize seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of the VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

## 大眾傳播業訓練委員會

### 職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展業內專業教育及訓練設施應付人力需求，向職業訓練局提供意見。
4. 就相關學科的課程發展方向及策略，向香港專業教育學院(IVE)、訓練及發展中心提出建議。
5. 就 IVE、訓練及發展中心的課程策劃、課程發展及質素保證制度提供意見。
6. 擬訂本業主要職務的工作範圍，界定所需的技能、知識及訓練。
7. 建議本業主要職務訓練方案，訂定每種技能所需的訓練期。
8. 對技術評估、技能測驗及證書頒發制度提供意見，以確定從業員、學徒及見習員的技能水平。
9. 就本業主要行業舉辦技能比賽提供意見，以推廣專業教育與訓練和派員參加國際賽事。
10. 就本業專業教育及訓練的發展與推廣事宜，與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡。
11. 為本業舉辦有關專業教育及訓練的研討會與會議。
12. 就業內訓練委員會工作、有關職訓局專業教育及訓練課程的宣傳事宜提供意見。
13. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
14. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

Headquarters Division 2 總辦事處二科  
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
香港九龍九龍灣宏光道39號宏天廣場20樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 MC/4/2 (2010)

Your Reference 來函檔號



28<sup>th</sup> December 2009

Dear Sir/Madam,

2010 Manpower Survey of the  
Mass Communication Industry

The Mass Communications Training Board of the Vocational Training Council is appointed by the Government to be responsible for matters pertaining to the manpower and training needs of the mass communication industry in Hong Kong. Comprising representatives of the craft, academics and government officials, the Training Board is required, among other functions, to recommend to the Council the development of training strategy to meet the increasing demand for trained personnel.

With the assistance of the Census and Statistics Department, the Training Board will conduct the manpower survey of the mass communication industry from 4<sup>th</sup> January 2010 to 4<sup>th</sup> February 2010. The purpose of this survey is to obtain accurate data concerning the present and future manpower situation and training information so as to enable the Training Board to formulate appropriate training plans to meet the needs of the industry. The survey findings will serve as reliable guidelines for employers' manpower planning and also advise on the training strategies of the companies. Your co-operation in supplying the information will be very much appreciated.

----

I enclose the following documents for your reference and completion:

- (a) Questionnaire – Parts I and II (Appendix A);
- (b) Explanatory notes (Appendix B); and
- (c) Descriptions of principal jobs in the mass communication industry (Appendix C).



Please note that for Questions (4) and (5) of the Part II on the “employees’ skills/knowledge need to enhance” and the “manpower training and development plan”, you may wish to seek confirmation/advice from your relevant departments or personnel.

During the survey period, an officer of the Census and Statistics Department will contact your office. The interviewing officer will answer any questions you may have and assist in the completion of the questionnaire if necessary.

You may wish to download the previous version of the Manpower Survey Report on the Mass Communication Industry from the VTC website at <http://mctb.vtc.edu.hk>. The 2010 Manpower Survey Report will also be uploaded when it is ready.

I wish to assure you that the information collected will be handled in strict confidence and will be published only in the form of statistical summaries without reference to individual organizations.

Should you have any questions regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department by telephoning 2116 8505.

Yours faithfully,

A handwritten signature in cursive script, appearing to read 'Chan Suk-mei'.

(Ms CHAN Suk-mei, May)  
Chairlady  
Mass Communications Training Board

CSMM/GS/ec

Headquarters Division 2 總辦事處二科  
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
香港九龍九龍灣宏光道39號宏天廣場20樓  
www.vtc.edu.hk

Telephone No 電話

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Our Reference 本局檔號 MC/4/2 (2010)

Your Reference 來函檔號



各位僱主：

大眾傳播業  
二〇一〇年人力調查

職業訓練局之大眾傳播業訓練委員會乃由政府委任，負責本港有關大眾傳播業的人力及訓練事宜。本訓練委員會由行業代表、學者及政府人員出任委員，工作之一是向局方提供有關發展訓練策略的建議，以應付業內對幹練人員日增的需求。

本會得政府統計處協助，將於二〇一〇年一月四日至二〇一〇年二月四日期間，進行大眾傳播業人力調查。是次調查旨在搜集現時及未來人力的準確數據及訓練資料，以便制定適當的訓練計劃，切合行業的需求。調查結果將會為僱主的人力規劃提供可靠指引，及向公司建議可行的訓練策略。為此，懇請貴公司惠予協助，提供資料。

…… 現附上以下文件，以供參閱及填寫：

1. 調查表 – 第一、二部份（見附錄 A）；
2. 調查表附註（見附錄 B）；
3. 大眾傳播業主要職務工作說明（見附錄 C）。

調查表第二部份第(4)、(5)題，填覆有關「僱員需加強的技能／知識」及「人力培訓及發展計劃」問題時，或需徵詢公司內有關部門或負責人的意見，核實所填寫的資料。

調查期間，政府統計處會派員聯絡貴公司。如有需要，該處人員亦會解答問題，協助填表。

上一期出版的大眾傳播業人力調查報告已經上載於職業訓練局網頁（網址：<http://mctb.vtc.edu.hk>）；而二〇一〇年人力調查報告完成後，亦會上載於上述網址，歡迎下載。

是次調查所得資料絕對保密，只以摘要統計數字發表，並不會提及個別公司。如對是次調查有任何疑問，請致電 2116 8505 與政府統計處人力統計組聯絡。



大眾傳播業訓練委員會主席  
陳淑薇

二〇〇九年十二月二十八日

**CONFIDENTIAL**  
WHEN ENTERED WITH DATA

填入數據後即成  
**機密文件**

Appendix A  
附錄 A

**VOCATIONAL TRAINING COUNCIL**

**職業訓練局**

**THE 2010 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY**

**大眾傳播業二〇一〇年人力調查**

**MASS MEDIA**

**大眾傳媒**

**QUESTIONNAIRE**

**調查表**

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前，請參閱附註

For Official Use Only:

此欄毋須填寫

Rec.  
Type

Survey  
Code

Industry  
Code

Establishment  
No.

Enumerator's  
No.

Editor's  
No.

Check  
Digit

No. of Employees  
Covered by the  
Questionnaire

1  
1

2 6  
2 3

4 5 6 7 8 9

10 11 12 13 14 15

16 17

18 19

20 21 22

23 24 25 26 27

NAME OF COMPANY:

公司名稱

TOTAL NUMBER OF PERSONS ENGAGED:

僱員總人數

ADDRESS:

地址

PRINCIPAL LINE OF BUSINESS:

主要業務

☐

(1) Newspaper  
報紙

☐

(2) Magazine  
雜誌

☐

(3) Radio Station  
電台

☐

(3) TV Station  
電視台

☐

(4) News Agency  
通訊社

☐

(5) Public Relations Firm  
公共關係公司

☐

(6) Advertising / Media Agency  
廣告商／媒介代理商

☐

(8) Digital / New Media  
數碼／新媒體

☐

(7) Others  
其他

NAME OF PERSON TO CONTACT:

聯絡人姓名

28 47

POSITION:

職位

TEL. NO.:

電話

48 55 56 63

FAX NO.:

圖文傳真

E-MAIL:

電郵

64 98

## PART I 第一部份

(A) Job 工作			(B) Monthly Income 每月 收入	(C) No. of Employees at Date of Survey 現有僱員 人數	(D) No. of Vacancies at Date of Survey 現有 空缺額	(E) Forecast of No. Employed 12 Months from Now 估計十二個 月後的僱員 人數	(F) Preferred Education of Employees 僱員宜有 的教育 程度	(G) Preferred Years of Relevant Experience 僱員宜有 的相關 年資	Enter in column (B) employee's monthly income range code as follows: 請將僱員每月收入幅度按下列編號 填入 (B) 欄內:
Title 職稱	Rec. Type	Job Code 職務編號	Code 編號				Code 編號	Code 編號	Monthly Income Range 每月收入幅度  1 \$8,000 or below 或以下 2 \$8,001 - \$12,000 3 \$12,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$50,000 6 \$50,001 - \$80,000 7 \$80,001 or above 或以上
(See Appendix C) (參閱附錄C)		8-10	11	12-15	16-18	19-22	23	24	
1.	2								
2.	2								
3.	2								
4.	2								
5.	2								
6.	2								
7.	2								
8.	2								
9.	2								
10.	2								
11.	2								
12.	2								
13.	2								
14.	2								
15.	2								
16.	2								
17.	2								
18.	2								
19.	2								
20.	2								
21.	2								
22.	2								
23.	2								
24.	2								
25.	2								
26.	2								
27.	2								
28.	2								
29.	2								
30.	2								

Enter in column (F) the preferred education which an employee should have according to the following code: 請將僱員宜有的教育程度按下列編號填入 (F) 欄內:

Code 編號	Preferred Education 宜有的教育程度
1	Master Degree or above 碩士學位或以上
2	Bachelor Degree 學士學位
3	Associate Degree/ Higher Diploma or equivalent 副學士學位/高級文憑或同等學歷
4	Diploma/Higher Certificate Certificate or equivalent 文憑/高級證書/證書或同等學歷
5	Matriculation 大學預科
6	Secondary 5 中五
7	Below Secondary 5 中五以下

Enter in column (G) the preferred experience which an employee should have according to the following code: 請將僱員宜有的年資按下列編號填入 (G) 欄內:

Code 編號	Preferred Years of Relevant Experience 宜有的相關年資
1	15 years or over 十五年或以上
2	10 years to less than 15 years 十年至十五年以下
3	7 years to less than 10 years 七年至十年以下
4	5 years to less than 7 years 五年至七年以下
5	2 years to less than 5 years 二年至五年以下
6	Less than 2 years 兩年以下
7	No experience required 無需經驗

Note 1: If additional lines are necessary, please tick ☐ and enter on supplementary sheet(s).  
附註一: 如此頁已填滿, 請先將 (✓) 號填入此 ☐ 內, 然後在附頁繼續填寫。

# THE 2010 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

## 大眾傳播業二〇一〇年人力調查

### PART II 第二部份

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Est. No. \_\_\_\_\_

Er. No. \_\_\_\_\_

#### Number of MC Employees Leaving/Recruited/Promoted in the Industry

離職／新聘／晉升的大眾傳播業僱員人數

- (1) Number of MC employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:  
過去十二個月內離職的大眾傳播業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>	Leaving 離職	Sources of Recruitment 新聘僱員的來源		Promotion 晉升
	Number of Employees Leaving the Company 離職的 僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘 僱員人數	Number of Non-experienced Employees (including Fresh Graduates) Recruited in this Industry 無本業經驗的 新聘僱員 (包括應屆畢業生)人數	Number of Internal Promotion 內部晉升 人數
(a) Managerial 管理級	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 8	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 11	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 14	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 17
(b) Supervisory 督導／主任級	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 19	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 22	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 25	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 28
(c) Editorial/Production/ Executorial 編採／製作／ 執行人員級	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 30	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 33	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 36	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 39
(d) Supporting/Technical 輔助／技術人員級	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 41	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 44	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 47	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 50
<u>Others</u> (Please Specify) 其他 (請註明)				
(e) _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 52	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 55	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 58	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 61

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1(a) - 1(e)  
67

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.

新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

**Local MC Employees Deployed/Recruited to Work Major for the Website**

本港大眾傳播業僱員被派遣／招聘主要擔任網站工作的情況

- (2) (a) Does your company deploy/recruit any local MC employees to work major for the website?  
貴公司是否有派遣／招聘本港大眾傳播業僱員主要擔任網站的工作？

☐

Yes 有

Please go to Q(2)(b) 請答第(2)(b)題

☐

No 沒有

Please go to Q(3) 請答第(3)題

- (b) If yes, please give the number of local MC employees deployed/recruited to work major for the website.  
如有，請說明被派遣／招聘主要擔任網站工作的本港大眾傳播業僱員人數。

**Local MC Employees Deployed/  
Recruited to Work Major for the Website**

(As in January 2010)

二〇一〇年一月本港大眾傳播業僱員  
被派遣／招聘主要擔任網站工作的情況

**Job Level<sup>(1)</sup>**

職級<sup>(1)</sup>

- (i) Managerial  
管理級

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72

- (ii) Supervisory  
督導／主任級

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75

- (iii) Editorial/Production/Executorial  
編採／製作／執行人員級

--	--	--	--

78

- (iv) Supporting/Technical  
輔助／技術人員級

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81

**Others (Please Specify)**  
其他(請註明)

- (v) \_\_\_\_\_

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Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.  
註：新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

- (c) Among all the MC employees deployed/recruited to work major for the website, how many of them have to take up other tasks/duties at your company at the same time?

在貴公司內所有被派遣／招聘主要擔任網站工作的大眾傳播業僱員中，有多少名同時要兼負網站以外的工作／任務？

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89

- (d) Does your company's website provide the following items?

(You may tick more than one option.)

貴公司的網站有否提供以下項目？

(可選取多於一項。)

- (i) Audio clips

音頻片段

☐

93

- (ii) Video clips

視頻片段

☐

94

- (iii) Web cast

網上廣播節目

☐

95

- (iv) Photo slides

圖片專輯

☐

96

- (v) Graphics

圖像

☐

97

Others (Please Specify)

其他 (請註明)

- (vi) \_\_\_\_\_

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☐

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**Local MC Employees Deployed/Recruited to Work in the Mainland**

本港大眾傳播業僱員被派遣／招聘前往內地工作的情況

(3) (a) Does your company deploy/recruit any local MC employees to work in the Mainland<sup>(1)</sup>?

貴公司是否有派遣／招聘本港大眾傳播業僱員前往內地工作？

☐

Yes 有

Please go to Q(3)(b) 請答第(3)(b)題

☐

No 沒有

Please go to Q(4) 請答第(4)題

(b) If yes, please give the number of local MC employees deployed/recruited to work in the Mainland.

如有，請說明被派遣／招聘前往內地工作的本港大眾傳播業僱員人數。

**Local MC Employees Deployed/  
Recruited to Work in the Mainland<sup>(1)</sup>**

(As in January 2010)

二〇一〇年一月本港大眾傳播業僱員  
被派遣／招聘前往內地工作的情況<sup>(1)</sup>

**Job Level<sup>(2)</sup>**

職級<sup>(2)</sup>

(i) Managerial

管理級

1	0	1	

(ii) Supervisory

督導／主任級

1	0	4	

(iii) Editorial/Production/Executorial

編採／製作／執行人員級

1	0	7	

(iv) Supporting/Technical

輔助／技術人員級

1	1	0	

**Others** (Please Specify)

其他(請註明)

(v)

\_\_\_\_\_

1	1	3	

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1	1

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1	1

117

Notes: (1) Local MC employees deployed/recruited to work in the Mainland refer to those full-time local MC employees who have stationed to work in the Mainland with permanent post and job title.

註：

被派遣／招聘前往內地工作的本港大眾傳播業僱員是指長駐在內地工作，有長期職位及職稱的全職本港大眾傳播業僱員。

(2) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.

新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

## Employees' Skills/Knowledge Need to Enhance

僱員需加強的技能／知識

- (4) What types of skills and knowledge will your existing MC employees in the industry need to enhance in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 11th Five-Year Plan)?

(You may tick more than one option for each job level.)

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十一五規劃》），貴公司現職大眾傳播業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項。）

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 管理級	Supervisory 督導／主任級	Editorial/ Production/ Executional 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b>Management Skills</b> 管理技能					
101	Corporate communications/public relations/ public affairs management 企業傳訊／公共關係／公共事務管理	<input type="checkbox"/> 118	<input type="checkbox"/> 119	<input type="checkbox"/> 120	<input type="checkbox"/> 121
102	Production management 製作管理	<input type="checkbox"/> 122	<input type="checkbox"/> 123	<input type="checkbox"/> 124	<input type="checkbox"/> 125
103	Marketing management 市場管理	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128	<input type="checkbox"/> 129
104	Human resources management 人力資源管理	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133
105	Financial management 財務管理	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="checkbox"/> 137
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140	<input type="checkbox"/> 141
107	Crisis management 危機管理	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145
108	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148	<input type="checkbox"/> 149
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<b>China-related Knowledge</b> 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國大陸的政治制度、社會和經濟發展	<input type="checkbox"/> 151	<input type="checkbox"/> 152	<input type="checkbox"/> 153	<input type="checkbox"/> 154
202	Cross-cultural knowledge 跨文化的知識	<input type="checkbox"/> 155	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	<input type="checkbox"/> 159	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162
204	Industry practices in the mainland of China 在中國大陸的行業常規	<input type="checkbox"/> 163	<input type="checkbox"/> 164	<input type="checkbox"/> 165	<input type="checkbox"/> 166
205	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 167	<input type="checkbox"/> 168	<input type="checkbox"/> 169	<input type="checkbox"/> 170
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Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級			
		Managerial 管理級	Supervisory 督導／主任級	Editorial/ Production/ Executional 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b><u>Language Skills</u></b> <b>語文技能</b>					
301	Spoken English 英語會話	<input type="checkbox"/> 172	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175
302	Putonghua 普通話	<input type="checkbox"/> 176	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179
303	Written English 英文書寫能力	<input type="checkbox"/> 180	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 184	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187
305	Translation 翻譯	<input type="checkbox"/> 188	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 192	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195

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<b><u>Innovative Media Technology (Journalism Sector)</u></b> <b>創新媒體科技（新聞業）</b>					
401	Innovative media technology products 創新媒體科技產品	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新媒體科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸等）	<input type="checkbox"/> 201	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖像處理、中文輸入法等）	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	<input type="checkbox"/> 209	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 213	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216

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		<u>Job Level <sup>(1)</sup></u>			
		職級 <sup>(1)</sup>			
<u>Code</u>	<u>Type of Skills and/or Knowledge</u>	<u>Managerial</u>	<u>Supervisory</u>	<u>Editorial/ Production/ Executional</u>	<u>Supporting/ Technical</u>
編號	技能／知識的類別	管理級	督導／主任級	編採／製作／執行人員級	輔助／技術人員級
<b><u>Innovative Media Technology</u></b>					
<b><u>(Advertising and Public Relations Sector)</u></b>					
<b>創新媒體科技（廣告與公共關係業）</b>					
501	Web site design and supporting skills 網站設計及支援技巧	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220	<input type="checkbox"/> 221
502	Market research applications 市場調查的應用	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224	<input type="checkbox"/> 225
503	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228	<input type="checkbox"/> 229
504	Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/> 230	<input type="checkbox"/> 231	<input type="checkbox"/> 232	<input type="checkbox"/> 233
505	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 234	<input type="checkbox"/> 235	<input type="checkbox"/> 236	<input type="checkbox"/> 237
506	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 238	<input type="checkbox"/> 239	<input type="checkbox"/> 240	<input type="checkbox"/> 241
<u>For official use only</u> 此欄毋須填寫					<input type="checkbox"/> 242

<b>Industry Specific Skills (Journalism Sector)</b> <b>業內專業技能（新聞業）</b>					
601	Reporting and editing skills 編採技巧	<input type="checkbox"/> 243	<input type="checkbox"/> 244	<input type="checkbox"/> 245	<input type="checkbox"/> 246
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/> 247	<input type="checkbox"/> 248	<input type="checkbox"/> 249	<input type="checkbox"/> 250
603	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 251	<input type="checkbox"/> 252	<input type="checkbox"/> 253	<input type="checkbox"/> 254
604	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 255	<input type="checkbox"/> 256	<input type="checkbox"/> 257	<input type="checkbox"/> 258
605	Strategic news planning 新聞規劃	<input type="checkbox"/> 259	<input type="checkbox"/> 260	<input type="checkbox"/> 261	<input type="checkbox"/> 262
606	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/> 263	<input type="checkbox"/> 264	<input type="checkbox"/> 265	<input type="checkbox"/> 266
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/> 267	<input type="checkbox"/> 268	<input type="checkbox"/> 269	<input type="checkbox"/> 270
608	Audience research 受眾調查	<input type="checkbox"/> 271	<input type="checkbox"/> 272	<input type="checkbox"/> 273	<input type="checkbox"/> 274
609	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 275	<input type="checkbox"/> 276	<input type="checkbox"/> 277	<input type="checkbox"/> 278
610	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 279	<input type="checkbox"/> 280	<input type="checkbox"/> 281	<input type="checkbox"/> 282
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		<u>Job Level</u> <sup>(1)</sup>			
		職級 <sup>(1)</sup>			
<u>Code</u>	<u>Type of Skills and/or Knowledge</u>	<u>Managerial</u>	<u>Supervisory</u>	<u>Editorial/ Production/ Executional</u>	<u>Supporting/ Technical</u>
編號	技能／知識的類別	管理級	督導／主任級	編採／製作／執行人員級	輔助／技術人員級
<b>Industry Specific Skills</b>					
<b><u>(Advertising and Public Relations Sector)</u></b>					
<b>業內專業技能（廣告與公共關係業）</b>					
701	Account strategic planning 客戶策略規劃	<input type="checkbox"/> 284	<input type="checkbox"/> 285	<input type="checkbox"/> 286	<input type="checkbox"/> 287
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/> 288	<input type="checkbox"/> 289	<input type="checkbox"/> 290	<input type="checkbox"/> 291
703	Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/> 292	<input type="checkbox"/> 293	<input type="checkbox"/> 294	<input type="checkbox"/> 295
704	Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/> 296	<input type="checkbox"/> 297	<input type="checkbox"/> 298	<input type="checkbox"/> 299
705	PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/> 300	<input type="checkbox"/> 301	<input type="checkbox"/> 302	<input type="checkbox"/> 303
706	Project management 項目管理	<input type="checkbox"/> 304	<input type="checkbox"/> 305	<input type="checkbox"/> 306	<input type="checkbox"/> 307
707	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 308	<input type="checkbox"/> 309	<input type="checkbox"/> 310	<input type="checkbox"/> 311
<u>For official use only</u> 此欄毋須填寫					<input type="checkbox"/> 312

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.  
 註：新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

# Manpower Training and Development Plan

## 人力培訓及發展計劃

- (5) How many of your existing MC employees in the industry will you plan to provide/sponsor training in respect of skills and knowledge in the next 12 months?

在未來十二個月內，貴公司將會計劃提供／資助多少名現職大眾傳播業僱員修讀各技能及知識的培訓課程？

Type of Skills and/or Knowledge 技能／知識的類別	Number of Employees (in terms of Man-Times) 僱員人數（以人次計）			
	Managerial 管理級	Supervisory 督導／主任級	Editorial/ Production/ Executorial 編採／製作／執行人員級	Supporting/ Technical 輔助／技術人員級
(a) Management Skills 管理技能	<div><div></div><div></div><div></div><div></div></div> 313	<div><div></div><div></div><div></div><div></div></div> 317	<div><div></div><div></div><div></div><div></div></div> 321	<div><div></div><div></div><div></div><div></div></div> 325
(b) China-related Knowledge 有關中國的知識	<div><div></div><div></div><div></div><div></div></div> 329	<div><div></div><div></div><div></div><div></div></div> 333	<div><div></div><div></div><div></div><div></div></div> 337	<div><div></div><div></div><div></div><div></div></div> 341
(c) Language Skills 語文技能	<div><div></div><div></div><div></div><div></div></div> 345	<div><div></div><div></div><div></div><div></div></div> 349	<div><div></div><div></div><div></div><div></div></div> 353	<div><div></div><div></div><div></div><div></div></div> 357
(d) Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）	<div><div></div><div></div><div></div><div></div></div> 361	<div><div></div><div></div><div></div><div></div></div> 365	<div><div></div><div></div><div></div><div></div></div> 369	<div><div></div><div></div><div></div><div></div></div> 373
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）	<div><div></div><div></div><div></div><div></div></div> 377	<div><div></div><div></div><div></div><div></div></div> 381	<div><div></div><div></div><div></div><div></div></div> 385	<div><div></div><div></div><div></div><div></div></div> 389
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<div><div></div><div></div><div></div><div></div></div> 393	<div><div></div><div></div><div></div><div></div></div> 397	<div><div></div><div></div><div></div><div></div></div> 401	<div><div></div><div></div><div></div><div></div></div> 405
(g) Industry Specific skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<div><div></div><div></div><div></div><div></div></div> 409	<div><div></div><div></div><div></div><div></div></div> 413	<div><div></div><div></div><div></div><div></div></div> 417	<div><div></div><div></div><div></div><div></div></div> 421
<u>Others</u> (Please Specify) 其他（請註明）				
(h) _____	<div><div></div><div></div><div></div><div></div></div> 425	<div><div></div><div></div><div></div><div></div></div> 429	<div><div></div><div></div><div></div><div></div></div> 433	<div><div></div><div></div><div></div><div></div></div> 437

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442

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444

445

**Freelancer**<sup>(1)</sup>

自由工作者<sup>(1)</sup>

(6) Please state the total number of freelancers employed in your company and reported in Part I:

請提供貴公司聘用及已在第一部份填報的自由工作者人數：

No. of Freelancers

自由工作者人數

--	--	--	--

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Note: (1) A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and PR sector. Freelancers may charge by the day or hour, or on a per-project basis.

註：

自由工作者是指於新聞業、廣告與公共關係業從事專業工作，但沒有與任何僱主有長期僱傭關係的人。  
自由工作者的薪酬可以以日薪、時薪或以個別項目計算。

End of questionnaire. Thank you for your co-operation.

問卷完、多謝合作。

**CONFIDENTIAL**  
WHEN ENTERED WITH DATA

填入數據後即成  
**機密文件**

Appendix A  
附錄 A

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

**THE 2010 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY**

大眾傳播業二〇一〇年人力調查

**CORPORATE COMMUNICATIONS / PR / ADVERTISING / MARKETING DEPARTMENT IN COMPANY / INSTITUTION**

公司／機構內企業傳訊／公共關係／廣告／市場部

**QUESTIONNAIRE**

調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前，請參閱附註

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此欄毋須填寫

Rec.  
Type

Survey  
Code

Industry  
Code

Establishment  
No.

Enumerator's  
No.

Editor's  
No.

Check  
Digit

No. of Employees  
Covered by the  
Questionnaire

1

1

2 6

2 3

4 5 6 7 8 9

4 5 6 7 8 9

10 11 12 13 14 15

10 11 12 13 14 15

16 17

16 17

18 19

18 19

20 21 22

20 21 22

23 24 25 26 27

23 24 25 26 27

NAME OF COMPANY:

公司名稱

ADDRESS:

地址

PRINCIPAL LINE OF BUSINESS:

主要業務

TOTAL NO. OF PERSONS ENGAGED:

僱員總人數

DEPARTMENT ESTABLISHED:

設立部門包括

☐

(71)

Corporate Communications

企業傳訊

☐

(72)

Public Relations

公共關係

☐

(73)

Advertising

廣告

☐

(74)

Marketing

市場部

☐

(75)

None of Above

全無上述部門

NAME OF PERSON TO CONTACT:

聯絡人姓名

28 47

POSITION:

職位

TEL. NO.:

電話

48 55 56 63

FAX NO.:

圖文傳真

E-MAIL:

電郵

64 98



## PART I 第一部份

(A) Job 工作			(B) Monthly Income 每月 收入	(C) No. of Employees at Date of Survey 現有僱員 人數	(D) No. of Vacancies at Date of Survey 現有 空缺額	(E) Forecast of No. Employed 12 Months from Now 估計十二個 月後的僱員 人數	(F) Preferred Education of Employees 僱員宜有 的教育 程度	(G) Preferred Years of Relevant Experience 僱員宜有 的相關 年資	Enter in column (B) employee's monthly income range code as follows: 請將僱員每月收入幅度按下列編號 填入 (B) 欄內:
Title 職稱	Rec. Type	Job Code 職務編號	Code 編號				Code 編號	Code 編號	Monthly Income Range 每月收入幅度  1 \$8,000 or below 或以下 2 \$8,001 - \$12,000 3 \$12,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$50,000 6 \$50,001 - \$80,000 7 \$80,001 or above 或以上
(See Appendix C) (參閱附錄C)		8-10	11	12-15	16-18	19-22	23	24	
1.	2								
2.	2								
3.	2								
4.	2								
5.	2								
6.	2								
7.	2								
8.	2								
9.	2								
10.	2								
11.	2								
12.	2								
13.	2								
14.	2								
15.	2								
16.	2								
17.	2								
18.	2								
19.	2								
20.	2								
21.	2								
22.	2								
23.	2								
24.	2								
25.	2								
26.	2								
27.	2								
28.	2								
29.	2								
30.	2								

Enter in column (F) the preferred education which an employee should have according to the following code: 請將僱員宜有的教育程度按下列編號填入 (F) 欄內:

Code 編號	Preferred Education 宜有的教育程度
1	Master Degree or above 碩士學位或以上
2	Bachelor Degree 學士學位
3	Associate Degree/ Higher Diploma or equivalent 副學士學位/高級文憑或同等學歷
4	Diploma/Higher Certificate Certificate or equivalent 文憑/高級證書/證書或同等學歷
5	Matriculation 大學預科
6	Secondary 5 中五
7	Below Secondary 5 中五以下

Enter in column (G) the preferred experience which an employee should have according to the following code: 請將僱員宜有的年資按下列編號填入 (G) 欄內:

Code 編號	Preferred Years of Relevant Experience 宜有的相關年資
1	15 years or over 十五年或以上
2	10 years to less than 15 years 十年至十五年以下
3	7 years to less than 10 years 七年至十年以下
4	5 years to less than 7 years 五年至七年以下
5	2 years to less than 5 years 二年至五年以下
6	Less than 2 years 兩年以下
7	No experience required 無需經驗

Note 1: If additional lines are necessary, please tick here ☐ and enter on supplementary sheet(s).附註一：如此頁已填滿，請先將 (✓) 號填入此 ☐ 內，然後在附頁繼續填寫。

# THE 2010 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

## 大眾傳播業二〇一〇年人力調查

### PART II 第二部份

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此欄毋須填寫

Est. No. \_\_\_\_\_

Er. No. \_\_\_\_\_

#### Number of MC Employees Leaving/Recruited/Promoted in the Industry

離職／新聘／晉升的大眾傳播業僱員人數

- (1) Number of MC employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:  
過去十二個月內離職的大眾傳播業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>	Leaving 離職	Sources of Recruitment 新聘僱員的來源		Promotion 晉升
	Number of Employees Leaving the Company 離職的 僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘 僱員人數	Number of Non-experienced Employees (including Fresh Graduates) Recruited in this Industry 無本業經驗的 新聘僱員 (包括應屆畢業生)人數	Number of Internal Promotion 內部晉升 人數
(a) Managerial 管理級	8	11	14	17
(b) Supervisory 督導／主任級	19	22	25	28
(c) Editorial/Production/ Executorial 編採／製作／ 執行人員級	30	33	36	39
(d) Supporting/Technical 輔助／技術人員級	41	44	47	50
Others (Please Specify) 其他 (請註明)				
(e) _____	52	55	58	61

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67 1(a) - 1(e)

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.

新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

**Local MC Employees Deployed/Recruited to Work Major for the Website**

本港大眾傳播業僱員被派遣／招聘主要擔任網站工作的情況

(2) (a) Does your company deploy/recruit any local MC employees to work major for the website?

貴公司是否有派遣／招聘本港大眾傳播業僱員主要擔任網站的工作？

☐

Yes 有

Please go to Q(2)(b) 請答第(2)(b)題

☐

No 沒有

Please go to Q(3) 請答第(3)題

(b) If yes, please give the number of local MC employees deployed/recruited to work major for the website.

如有，請說明被派遣／招聘主要擔任網站工作的本港大眾傳播業僱員人數。

**Local MC Employees Deployed/  
Recruited to Work Major for the Website**

(As in January 2010)

二〇一〇年一月本港大眾傳播業僱員  
被派遣／招聘主要擔任網站工作的情況

**Job Level<sup>(1)</sup>**

職級<sup>(1)</sup>

(i) Managerial  
管理級

--	--	--	--

72

(ii) Supervisory  
督導／主任級

--	--	--	--

75

(iii) Editorial/Production/Executorial  
編採／製作／執行人員級

--	--	--	--

78

(iv) Supporting/Technical  
輔助／技術人員級

--	--	--	--

81

**Others (Please Specify)**

其他 (請註明)

(v) \_\_\_\_\_

--	--	--	--

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Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.

新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

- (c) Among all the MC employees deployed/recruited to work major for the website, how many of them have to take up other tasks/duties at your company at the same time?

在貴公司內所有被派遣／招聘主要擔任網站工作的大眾傳播業僱員中，有多少名同時要兼負網站以外的工作／任務？

--	--	--	--	--

89

- (d) Does your company's website provide the following items?

(You may tick more than one option.)

貴公司的網站有否提供以下項目？

(可選取多於一項。)

- (i) Audio clips

音頻片段

☐

93

- (ii) Video clips

視頻片段

☐

94

- (iii) Web cast

網上廣播節目

☐

95

- (iv) Photo slides

圖片專輯

☐

96

- (v) Graphics

圖像

☐

97

Others (Please Specify)

其他 (請註明)

- (vi) \_\_\_\_\_

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**Local MC Employees Deployed/Recruited to Work in the Mainland**

本港大眾傳播業僱員被派遣／招聘前往內地工作的情況

(3) (a) Does your company deploy/recruit any local MC employees to work in the Mainland<sup>(1)</sup>?

貴公司是否有派遣／招聘本港大眾傳播業僱員前往內地工作？

☐

Yes 有

Please go to Q(3)(b) 請答第(3)(b)題

☐

No 沒有

Please go to Q(4) 請答第(4)題

(b) If yes, please give the number of local MC employees deployed/recruited to work in the Mainland.

如有，請說明被派遣／招聘前往內地工作的本港大眾傳播業僱員人數。

**Local MC Employees Deployed/  
Recruited to Work in the Mainland<sup>(1)</sup>**

(As in January 2010)

二〇一〇年一月本港大眾傳播業僱員  
被派遣／招聘前往內地工作的情況<sup>(1)</sup>

**Job Level<sup>(2)</sup>**

職級<sup>(2)</sup>

(i) Managerial

管理級

1	0	1	

(ii) Supervisory

督導／主任級

1	0	4	

(iii) Editorial/Production/Executorial

編採／製作／執行人員級

1	0	7	

(iv) Supporting/Technical

輔助／技術人員級

1	1	0	

**Others (Please Specify)**

其他(請註明)

(v)

\_\_\_\_\_

1	1	3	

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1	1

116

1	1

117

Notes: (1) Local MC employees deployed/recruited to work in the Mainland refer to those full-time local MC employees who have stationed to work in the Mainland with permanent post and job title.

註：

被派遣／招聘前往內地工作的本港大眾傳播業僱員是指長駐在內地工作，有長期職位及職稱的全職本港大眾傳播業僱員。

(2) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.

新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

## Employees' Skills/Knowledge Need to Enhance

僱員需加強的技能／知識

- (4) What types of skills and knowledge will your existing MC employees in the industry need to enhance in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 11th Five-Year Plan)?

(You may tick more than one option for each job level.)

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十一五規劃》），貴公司現職大眾傳播業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項。）

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 管理級	Supervisory 督導／主任級	Editorial/ Production/ Executional 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b>Management Skills</b> <b>管理技能</b>					
101	Corporate communications/public relations/ public affairs management 企業傳訊／公共關係／公共事務管理	<input type="checkbox"/> 118	<input type="checkbox"/> 119	<input type="checkbox"/> 120	<input type="checkbox"/> 121
102	Production management 製作管理	<input type="checkbox"/> 122	<input type="checkbox"/> 123	<input type="checkbox"/> 124	<input type="checkbox"/> 125
103	Marketing management 市場管理	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128	<input type="checkbox"/> 129
104	Human resources management 人力資源管理	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133
105	Financial management 財務管理	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="checkbox"/> 137
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140	<input type="checkbox"/> 141
107	Crisis management 危機管理	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145
108	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148	<input type="checkbox"/> 149
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<b>China-related Knowledge</b> <b>有關中國的知識</b>					
201	Political system, social and economic development in the mainland of China 在中國大陸的政治制度、社會和經濟發展	<input type="checkbox"/> 151	<input type="checkbox"/> 152	<input type="checkbox"/> 153	<input type="checkbox"/> 154
202	Cross-cultural knowledge 跨文化的知識	<input type="checkbox"/> 155	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	<input type="checkbox"/> 159	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162
204	Industry practices in the mainland of China 在中國大陸的行業常規	<input type="checkbox"/> 163	<input type="checkbox"/> 164	<input type="checkbox"/> 165	<input type="checkbox"/> 166
205	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 167	<input type="checkbox"/> 168	<input type="checkbox"/> 169	<input type="checkbox"/> 170
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		<u>Job Level <sup>(1)</sup></u>			
		職級 <sup>(1)</sup>			
<u>Code</u>	<u>Type of Skills and/or Knowledge</u>	<u>Managerial</u>	<u>Supervisory</u>	<u>Editorial/ Production/ Executional</u>	<u>Supporting/ Technical</u>
編號	技能／知識的類別	管理級	督導／主任級	編採／製作／執行人員級	輔助／技術人員級
<u>Language Skills</u>					
語文技能					
301	Spoken English 英語會話	<input type="checkbox"/> 172	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175
302	Putonghua 普通話	<input type="checkbox"/> 176	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179
303	Written English 英文書寫能力	<input type="checkbox"/> 180	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 184	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187
305	Translation 翻譯	<input type="checkbox"/> 188	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 192	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195
<u>For official use only</u> 此欄毋須填寫					<input type="checkbox"/> 196

<b><u>Innovative Media Technology (Journalism Sector)</u></b> <b>創新媒體科技（新聞業）</b>					
401	Innovative media technology products 創新媒體科技產品	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新媒體科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸等）	<input type="checkbox"/> 201	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖像處理、中文輸入法等）	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	<input type="checkbox"/> 209	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 213	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216
For official use only 此欄毋須填寫					<input type="checkbox"/> 217

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 管理級	Supervisory 督導／主任級	Editorial/ Production/ Executional 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b>Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）</b>					
501	Web site design and supporting skills 網站設計及支援技巧	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220	<input type="checkbox"/> 221
502	Market research applications 市場調查的應用	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224	<input type="checkbox"/> 225
503	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228	<input type="checkbox"/> 229
504	Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/> 230	<input type="checkbox"/> 231	<input type="checkbox"/> 232	<input type="checkbox"/> 233
505	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 234	<input type="checkbox"/> 235	<input type="checkbox"/> 236	<input type="checkbox"/> 237
506	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 238	<input type="checkbox"/> 239	<input type="checkbox"/> 240	<input type="checkbox"/> 241
For official use only 此欄毋須填寫					<input type="checkbox"/> 242

<b>Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）</b>					
601	Reporting and editing skills 編採技巧	<input type="checkbox"/> 243	<input type="checkbox"/> 244	<input type="checkbox"/> 245	<input type="checkbox"/> 246
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/> 247	<input type="checkbox"/> 248	<input type="checkbox"/> 249	<input type="checkbox"/> 250
603	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 251	<input type="checkbox"/> 252	<input type="checkbox"/> 253	<input type="checkbox"/> 254
604	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 255	<input type="checkbox"/> 256	<input type="checkbox"/> 257	<input type="checkbox"/> 258
605	Strategic news planning 新聞規劃	<input type="checkbox"/> 259	<input type="checkbox"/> 260	<input type="checkbox"/> 261	<input type="checkbox"/> 262
606	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/> 263	<input type="checkbox"/> 264	<input type="checkbox"/> 265	<input type="checkbox"/> 266
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/> 267	<input type="checkbox"/> 268	<input type="checkbox"/> 269	<input type="checkbox"/> 270
608	Audience research 受眾調查	<input type="checkbox"/> 271	<input type="checkbox"/> 272	<input type="checkbox"/> 273	<input type="checkbox"/> 274
609	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 275	<input type="checkbox"/> 276	<input type="checkbox"/> 277	<input type="checkbox"/> 278
610	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 279	<input type="checkbox"/> 280	<input type="checkbox"/> 281	<input type="checkbox"/> 282
For official use only 此欄毋須填寫					<input type="checkbox"/> 283



		<u>Job Level</u> <sup>(1)</sup>			
		職級			
<u>Code</u>	<u>Type of Skills and/or Knowledge</u>	<u>Managerial</u>	<u>Supervisory</u>	<u>Editorial/ Production/ Executional</u>	<u>Supporting/ Technical</u>
編號	技能／知識的類別	管理級	督導／主任級	編採／製作／執行人員級	輔助／技術人員級
<b>Industry Specific Skills</b>					
<b>(Advertising and Public Relations Sector)</b>					
<b>業內專業技能（廣告與公共關係業）</b>					
701	Account strategic planning 客戶策略規劃	<input type="checkbox"/> 284	<input type="checkbox"/> 285	<input type="checkbox"/> 286	<input type="checkbox"/> 287
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/> 288	<input type="checkbox"/> 289	<input type="checkbox"/> 290	<input type="checkbox"/> 291
703	Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/> 292	<input type="checkbox"/> 293	<input type="checkbox"/> 294	<input type="checkbox"/> 295
704	Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/> 296	<input type="checkbox"/> 297	<input type="checkbox"/> 298	<input type="checkbox"/> 299
705	PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/> 300	<input type="checkbox"/> 301	<input type="checkbox"/> 302	<input type="checkbox"/> 303
706	Project management 項目管理	<input type="checkbox"/> 304	<input type="checkbox"/> 305	<input type="checkbox"/> 306	<input type="checkbox"/> 307
707	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 308	<input type="checkbox"/> 309	<input type="checkbox"/> 310	<input type="checkbox"/> 311
<u>For official use only</u> 此欄毋須填寫					<input type="checkbox"/> 312

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.  
 註：新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

## Manpower Training and Development Plan

### 人力培訓及發展計劃

- (5) How many of your existing MC employees in the industry will you plan to provide/sponsor training in respect of skills and knowledge in the next 12 months?

在未來十二個月內，貴公司將會計劃提供／資助多少名現職大眾傳播業僱員修讀各技能及知識的培訓課程？

Type of Skills and/or Knowledge 技能／知識的類別	Number of Employees (in terms of Man-Times) 僱員人數（以人次計）			
	<u>Managerial</u> 管理級	<u>Supervisory</u> 督導／主任級	<u>Editorial/ Production/ Executional</u> 編採／製作／執行人員級	<u>Supporting/ Technical</u> 輔助／技術人員級
(a) Management Skills 管理技能	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 313	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 317	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 321	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 325
(b) China-related Knowledge 有關中國的知識	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 329	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 333	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 337	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 341
(c) Language Skills 語文技能	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 345	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 349	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 353	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 357
(d) Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 361	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 365	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 369	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 373
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 377	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 381	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 385	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 389
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 393	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 397	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 401	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 405
(g) Industry Specific skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 409	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 413	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 417	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 421
<u>Others</u> (Please Specify) 其他（請註明）				
(h) _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 425	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 429	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 433	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 437

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**Freelancer**<sup>(1)</sup>

自由工作者<sup>(1)</sup>

(6) Please state the total number of freelancers employed in your company and reported in Part I:

請提供貴公司聘用及已在第一部份填報的自由工作者人數：

No. of Freelancers

自由工作者人數

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Note: (1) A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and PR sector. Freelancers may charge by the day or hour, or on a per-project basis.

註：

自由工作者是指於新聞業、廣告與公共關係業從事專業工作，但沒有與任何僱主有長期僱傭關係的人。

自由工作者的薪酬可以以日薪、時薪或以個別項目計算。

End of questionnaire. Thank you for your co-operation.

問卷完、多謝合作。

The 2010 Manpower Survey of the  
Mass Communication Industry

Explanatory Notes

1. Front Page of the Questionnaire

- (a) On the front page of the questionnaire, you are requested to fill in your company profile (including the principal line of business and the total number of persons engaged in the company).
- (b) The total number of persons engaged in the company covers the following categories:
  - (i) Full-time staff directly paid by the company who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike;
  - (ii) Unpaid family workers;
  - (iii) Working/active proprietors; and
  - (iv) Temporary workers (including freelancers) who have worked one hour or more on reference day.

2. Questionnaire (Part I)

- (a) Before completing the questionnaire, please read carefully the job titles and job descriptions in Appendix C.
- (b) Please complete columns (A) to (G) of the questionnaire and insert a zero (0) in any column which is not applicable.
- (c) Column (A) - Job Title
  - (i) Please enter into column (A) those job titles, together with their appropriate code numbers specified in Appendix C, applicable to your company in order of their job levels (i.e. Managerial level first, followed by supervisory level).
  - (ii) Please note that some of the job titles may not be the same as those used in your organization, but if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.

- (iii) Please classify an employee according to his major duty irrespective of any additional secondary duties he may be required to perform.
- (iv) Please add in column (A) titles of any principal mass communication jobs not mentioned in Appendix C, and briefly describe them in respect of the appropriate job levels.

(d) Column (B) - Monthly Income of Employees

Please select and enter in this column the appropriate code number showing the average monthly income range for the employee(s). The monthly income should include basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average figure for the month of December.

<u>Average Monthly Income</u>	<u>Code Number to be Entered into Column (B)</u>
\$8,000 or below	1
\$8,001 - \$12,000	2
\$12,001 - \$20,000	3
\$20,001 - \$30,000	4
\$30,001 - \$50,000	5
\$50,001 - \$80,000	6
\$80,001 or above	7

(e) Column (C) - Number of Employees at Date of Survey

Please fill in the total number of mass communication employees against each principal job at the time of the survey. The permanent employees include all those under the company's payroll, irrespective of whether the employees are deployed to work in offices outside Hong Kong (including Mainland China).

(f) Column (D) - Number of Vacancies at Date of Survey

Please fill in the number of existing vacancies you may have against each principal job of the mass communication industry. "Existing Vacancies" refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel at date of survey.

(g) Column (E) - Forecast of Number Employed 12 Months from Now

The forecast of number employed means the number of mass communication employees you will be employing 12 months from now. The number given could be less than that in column (C) if a contraction is expected.

(h) Column (F) - Preferred Education of Employees

The purpose of this column is to solicit your view on the preferred education, which your organization requires a mass communication employee in a particular position to have by referring to the coding descriptions as shown below.

<u>Preferred Education</u>	<u>Code</u>
Master Degree or above	1
Bachelor Degree	2
Associate Degree / Higher Diploma or equivalent	3
Diploma / Higher Certificate / Certificate or equivalent	4
Matriculation	5
Secondary 5	6
Below Secondary 5	7

(i) Column (G) - Preferred Years of Relevant Experience

Please indicate the preferred years of relevant experience which your organization requires a mass communication employee in a particular position to have by referring to the coding descriptions as shown below.

<u>Preferred Years of Relevant Experience</u>	<u>Code</u>
15 years or over	1
10 years to less than 15 years	2
7 years to less than 10 years	3
5 years to less than 7 years	4
2 years to less than 5 years	5
Less than 2 years	6
No experience required	7

### 3. Questionnaire (Part II)

#### (a) Question (1) - Number of MC Employees

##### Leaving/Recruited/Promoted in the Industry

- (i) Please fill in the number of mass communication employees leaving / recruited / promoted in the past 12 months by job level based upon the job titles as prescribed at Appendix C.
- (ii) “Experienced Employees” should be regarded as employees with mass communication experience.
- (iii) Fresh graduates should include those Secondary 5 or above school leavers.
- (iv) If an employee has more than one promotion during the year in a company, only the last and one promotion should be counted.

#### (b) Question (2) – Local MC Employees Deployed/Recruited to Work Major for the Website

Please complete this question if your company deploys/recruits local MC employees to work major for the website.

#### (c) Question (3) – Local MC Employees Deployed/Recruited to Work in the Mainland

“Local MC employees deployed/recruited to work in the Mainland” refers to those full-time local MC employees who have stationed to work in the Mainland with permanent post and job title.

#### (d) Question (4) – Employees’ Skills/Knowledge Need to Enhance

Please complete this question (by ticking more than one option for each job level) if your company requires employees’ skills and knowledge to be enhanced.

#### (e) Question (5) – Manpower Training and Development Plan

Please fill in the number of existing mass communication employees (in terms of man-times) against each type of skills and knowledge that your company will provide/sponsor training in the next 12 months.

#### (f) Question (6) – Freelancer

Please complete this question if your company employs freelancers.

Note: The information received will be treated in strict confidence and will be published only in the form of statistical summaries without reference to any individual organization.

大眾傳播業  
二〇一〇年人力調查

附 註

1. 調查表(首頁)

- (a) 請在調查表首頁填上貴公司資料(包括主要業務及僱員總人數)。
- (b) 貴公司僱員總人數包括以下各類員工：
  - (i) 由貴公司直接支付薪金的全職員工，包括現時仍在工作，或因病、放取產假、年假、事假、罷工而暫停工作的員工；
  - (ii) 非受薪的家庭成員；
  - (iii) 參與工作的東主；
  - (iv) 兼職員工，包括自由工作者(當天工作最少一小時)。

2. 調查表(第一部份)

- (a) 填寫調查表前，請先細心閱讀附錄 C 的職稱及工作說明。
- (b) 請填寫調查表內各欄(A)至(G)，如不適用，請填上(0)。
- (c) (A) 欄 — 職稱
  - (i) 請按職級先後(例如先填管理級，後填督導級等)，在(A)欄填上適用於貴公司的各個職稱及編號(見附錄 C)。
  - (ii) 調查表所列的部份職稱可能與貴公司所採用的有別，但如職務內容相同或類似，仍請歸類為同一職務，填上所需資料。
  - (iii) 請根據主要職務把僱員分類，無需考慮其所兼任的其他職務。
  - (iv) 請在(A)欄加上附錄 C 沒有提及的主要大眾傳播業職稱，並簡述其所屬的職級。



(d) (B) 欄 — 僱員每月收入

請按下列編號選出適當的平均每月收入幅度，填入(B)欄內。僱員每月總收入包括底薪、超時工作工資、生活津貼、膳食津貼、佣金及花紅等。如多於一名僱員擔任同一職務，請填上十二月時的平均收入。

<u>平均每月收入</u>	<u>填入(B)欄的幅度編號</u>
\$8,000 或以下	1
\$8,001 - \$12,000	2
\$12,001 - \$20,000	3
\$20,001 - \$30,000	4
\$30,001 - \$50,000	5
\$50,001 - \$80,000	6
\$80,001 或以上	7

(e) (C) 欄 — 現有僱員人數

請填上調查期間每一主要大眾傳播業職務的僱員總數。長期僱員包括在貴公司人事編制內的所有僱員，不論是否有調往其他地方工作(包括內地)。

(f) (D) 欄 — 現有空缺額

請填入貴公司每一主要大眾傳播業職務的現有空缺額。「現有空缺額」指該職位仍懸空，需立刻填補而現正積極招聘人員。

(g) (E) 欄 — 估計十二個月後的僱員人數

「估計十二個月後的僱員人數」指貴公司在十二個月後所將聘用的大眾傳播業僱員人數。如估計屆時業務將會收縮，此欄所填人數可少於(C)欄。

(h) (F) 欄 — 僱員宜有的教育程度

此欄旨在調查大眾傳播業僱員的宜有教育程度。請參閱下列的編號說明，填上貴公司對個別職務的要求。

<u>宜有的教育程度</u>	<u>編號</u>
碩士學位或以上	1
學士學位	2
副學士學位/高級文憑或同等學歷	3
文憑／高級證書／證書或同等學歷	4
大學預科	5
中五	6
中五以下	7

(i) (G) 欄 — 僱員宜有的相關年資

請按下列編號，填上貴公司各職務大眾傳播業僱員宜有的相關工作年資。

<u>宜有的相關年資</u>	<u>編號</u>
十五年或以上	1
十年至十五年以下	2
七年至十年以下	3
五年至七年以下	4
二年至五年以下	5
兩年以下	6
無需經驗	7

### 3. 調查表(第二部份)

(a) 第(1)題 — 離職／新聘／晉升的大眾傳播業僱員人數

(i) 請填入貴公司在過去十二個月各職級離職／新聘／晉升的大眾傳播業僱員人數(各職稱可參見附錄C)。

(ii) 「具本業經驗僱員」指具有大眾傳播行業經驗的僱員。

(iii) 「應屆畢業生」包括中五或以上程度的離校生。

(iv) 如貴公司僱員在一年內有多過一次晉升機會，只需計算最後一次晉升在調查表內。

(b) 第(2)題 — 本港大眾傳播業僱員被派遣／  
招聘主要擔任網站工作的情況

如貴公司有派遣／招聘本港大眾傳播業僱員主要擔任網站工作，請回答這問題。

(c) 第(3)題 — 本港大眾傳播業僱員被派遣／  
招聘前往內地工作的情況

「被派遣／招聘前往內地工作的本港大眾傳播業僱員」指長駐於內地工作，有長期職位及職稱的全職本港大眾傳播業僱員。

(d) 第(4)題 — 僱員需加強的技能／知識

如貴公司需要加強現職大眾傳播業僱員的技能／知識，請回答這問題(每職級可選取多於一項)。

(e) 第(5)題 — 人力培訓及發展計劃

請填寫貴公司在未來十二個月將會計劃提供／資助多少名現職大眾傳播業僱員(以人次計)修讀各相關技能和知識的培訓課程。

(f) 第(6)題 — 自由工作者

如貴公司有聘用自由工作者協助工作，請回答這問題。

註： 調查所得資料絕對保密，只以統計摘要方式發表，絕不指明任何個別公司。

**Newspapers, Magazines, News Agencies and Digital / New Media**  
報紙、雜誌、新聞通訊社及數碼／新媒體

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 經理級</b>		
101	Editor-in-Chief / The Editor  總編輯	Decides editorial policy and attitude of the publication/organization on various issues. Ensures that articles conform to the policy of the publication/organization. Allocates priority to different news items. Undertakes the general administration of the Editorial Department. For magazine, duties also include overall content management, layout co-ordination, commissioning features from correspondents, allocating stories to writers, liaising with printers, keeping deadline and editorial budgets.  決定編輯方針及刊物／機構對各項問題的立場；確保所發表的文章符合刊物／機構的宗旨；決定不同新聞項目的優先次序；負責編輯部的一般行政工作。雜誌社總編輯的職務包括整體內容策劃、各版協調、約寫特稿、分派寫稿工作、與印刷商聯絡、定出截稿限期和預算。
102	Deputy Editor / Deputy Editor-in-Chief  副總編輯	Manages the day-to-day output and running of the Editorial Department. Assists the Editor/Executive Editor with content development, leadership in editing various layouts, budget controls and staff matters. Examines materials for conformity with established policy and standards and revises it as necessary.  負責編輯部的日常工作與管理；協助總編輯／執行總編輯落實內容、領導不同版面的編輯工作、控制預算及處理人事問題；審核發表資料，確保符合一貫方針及標準，必要時加以修改。
103	News Director  新聞總監	Manages the day-to-day operation and running of the news room. Assists the management with budget controls and staff matters. Examines material for conformity with established policy and standards and revises it as necessary.  負責新聞部的日常工作與管理；協助管理層控制預算及處理人事問題；審查發表資料，確保符合一貫方針及標準，必要時加以修改。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 督導級		
201	Managing Editor  編輯主任	Undertakes the leadership of various sections of a newspaper, magazine or website (such as news, finance, sports, entertainment, cable, etc.) and the responsibility for the layouts (including the selection, checking, revising and arranging of the material for publication).  負責領導報紙、雜誌或網站個別版面的編輯工作，例如新聞、財經、體育、娛樂、電訊等，對版面編排「把關」，包括選擇、覆核、修改及整理發表的稿件、圖片等。
202	News / Assignment Editor  總採訪／採訪主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Personally covers major events. Liaises with other department heads, managing editor and the editorial/production desk.  指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌。親自採訪重要新聞；與其他部門主管、總編輯／副總編輯及編輯部／製作部聯絡。
203	International News Editor  國際新聞主任	Selects non-local news items which need to be rewritten or translated if necessary. Assigns work to translators or world news researchers/writers. Checks and revises world news stories. Liaises with heads of other departments.  選擇需要重寫或翻譯的非本地新聞項目；分派工作與翻譯員或世界新聞資料蒐集員／撰稿員；審核及修改世界新聞稿件；與有關部門主管聯絡。
204	China / National News Editor  中國新聞主任	Selects China/national news items which need to be rewritten if necessary. Assigns work to China/national news researchers/writers. Checks and revises China/national news stories. Liaises with heads of other departments.  選擇需要重寫的中國／全國新聞項目；分派工作與中國／全國新聞資料蒐集員／撰稿員；審核及修改中國／全國新聞稿件；與有關部門主管聯絡。
205	Assignment Editor (Photography)  攝影主任	Assigns work to news photographers.  負責分派新聞攝影工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 督導級		
206	Editorial / Leader Writer  主筆	Writes, in consultation with the editor, comments on topics of current interests to keep the public informed and to stimulate or mould public opinion in accordance with policies of the publication.  與編輯商議，依照刊物／機構的方針，撰寫時事評論，以引起或影響輿論。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
301	Senior Layout Editor / Layout Editor  資深（高級）版面 編輯／版面編輯	Writes and edits news stories for publication. Undertakes the layout and design of each page. Edits reporters' scripts.  編寫新聞稿件；負責每頁的排版及設計；審核記者稿件。
302	Sub-editor / Copy Editor  文稿編輯	Writes headings, and marks types. Selects, checks, revises and arranges material for publication; and/or involves in the layout and design of each page.  撰寫標題，選擇字體；選擇、覆核、修改及整理發表的稿件、圖片等；或需負責每頁的排版及設計。
303	Senior Reporter / Reporter  資深（高級）記者／記者	Collects, validates and analyses facts about news-worthy events by interview, investigation, or observation, and writes in conformity with prescribed editorial style and format.  以訪問、調查或觀察等方法蒐集、證實及分析具有新聞價值的資料，並依照既定的編輯風格及體裁撰寫文章。
304	Senior Press Photographer / Press Photographer  資深（高級）攝影記者／ 攝影記者	Takes pictures/video of people, places or events. Writes captions.  拍攝有關人、地、事件的照片／短片，並撰寫圖片／影片說明。
305	Senior Translator / Translator  資深（高級）翻譯員／ 翻譯員	Translates selected news items.  翻譯經選擇的新聞項目。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
306	Online Editor  網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of web page.  撰寫標題，選擇字體；選擇、覆核、修改及整理在網上發表的稿件、圖片等；或需負責網頁的排版及設計。
307	Senior Designer  資深 (高級) 美術設計員	Assigns work to designers.  負責分派美術繪圖及設計工作。
308	Graphic Artist  正稿製作員	Produces artwork according to design. Compiles artwork from layout.  按照設計製作美術稿；將版樣整理為美術稿。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
401	Designer  美術設計員	Prepares/designs artworks for publication.  預備／設計美術繪圖以便付印。
402	Typesetter  植字員	Typesets scripts for publication.  依稿件植字，以備印製。
403	Layout Artist  排版員	Plans the placing of stories and displays in consultation with the editor. Prepares layouts and illustrations for publication, and ensures that the requirements of the layouts are carried out smoothly.  與編輯商議，擬定稿件及圖片的編排位置；整理版面編排及插圖以便付印；確保各項工作能依照排版要求順利進行。
404	Proof-Reader  校對員	Proof-reads assembled articles and corrects errors.  校對排版文章，並改正錯誤。
405	Darkroom Person  黑房工作人員	Processes exposed films to make negative and positive films and prints.  處理曝光軟片，製作底片及正片，沖晒照片。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
406	Librarian  資料室人員	Organises, develops and maintains systematic collection of clippings, photographs, books, periodicals and other recorded material and makes them available to library users.  編排、添增及管理蒐集所得的報紙或雜誌剪輯、照片、書籍、期刊及其他紀錄資料，供使用者隨時借閱。
407	Researcher  資料蒐集員	Conducts research according to editor's or reporter's requirements.  依照編輯或記者的要求，進行資料蒐集。
408	Webpage Designer  網頁製作員	Produces and updates the Web page in consultation with the Webmaster or Online Editor.  與網主或網絡編輯商議，製作和更新網頁。
409	Webmaster  網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web page, and maintains the overall structure and design of the website.  擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。



**News Department in Radio and Television Stations**  
**電台及電視台的新聞部**

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 管理級</b>		
111	Vice President / Senior Vice President / Executive Director  副總裁／高級副總裁／ 執行董事	Helps management in formulating station's editorial policies and oversees the implementation of the policies. Decides on programmes and programme formats. Negotiates the purchase and sale of news and public affairs programmes. Undertakes the overall administration and output of station's news room. Liaises with other sections. Drafts and controls budgets. Deals with personnel matters including employing and dismissing staff.  協管方制定編輯方針，及負責執行該等方針；決定節目內容及節目形式；洽談購買或出售新聞及公共事務節目；負責新聞部的整體行政及製作；聯絡其他部門；草擬及控制預算；處理人事問題包括聘請及解僱員工。
112	Controller / Deputy Controller / Assistant Controller / News Manager  總監／副總監／ 助理總監／新聞經理	Manages the day-to-day output and running of the news room. Helps the Vice President/Executive Director with budget controls and staff matters. Examines materials for conformity with established policy and standards and revises it as necessary.  負責新聞部的日常製作與管理；協助副總裁／執行董事控制預算及處理人事問題；審核播出資料，確保符合一貫方針及標準，必要時加以修改。
<b>SUPERVISORY LEVEL 督導級</b>		
211	Executive News Editor  總採訪／策劃主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Plans, organizes and co-ordinates production of news, sports and public affairs programmes. Personally covers major events. Liaises with other department heads and the editorial/production desk.  指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌；策劃、編排及統籌新聞、體育及公共事務節目的製作。親自採訪重要新聞；與其他部門主管及編輯部／製作部聯絡。
212	Deputy / Assistant News / Assignment / Planning Editor  副採訪／策劃主任	Assists the Executive News Editor in daily operation.  協助總採訪／策劃主任工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 督導級		
213	Managing Editor  編輯主任	Compiles and edits news magazines and bulletins for broadcasts. Writes or edits copy for broadcasting by condensing or elaborating material received from news sources or submitted by reporters. Checks copy for factual, spelling, punctuation or grammatical mistakes. Also checks contents of news tapes and prepares make-up/running order of newscasts/bulletins. Inserts background.  編排新聞專輯（報導）之內容及次序；將新聞資料或採訪資料濃縮或發揮，整理成廣播稿；審核稿件的真確性、用字、標點符號或文法；覆核新聞錄音帶的內容及定出新聞簡報的編排方式／播放次序；加插背景資料。
214	Deputy Managing / Assistant Managing Editor  副編輯主任	Assists the Managing Editor's work. Assists in compiling and editing news magazines and bulleting. Corrects sub-editors' copies and edits reporters' scripts.  協助編輯主任工作；協助編排新聞專輯(報導)之內容及次序；處理及修改稿件，審核記者來稿。
215	Executive Producer  執行監製／製作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create the news programmes.  負責整個製作的設計及開發(包括其規模、成本及內容)；指導監製製作新聞節目。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
311	Senior Sub-editor / Sub-editor  高級編輯／編輯	Writes and edits news stories (local and international) for broadcast. Compiles news bulletins. Edits reporters' scripts.  編寫新聞廣播稿件（本地及國際新聞）；編排新聞報導內容及播出次序；審核記者稿件。
312	News Reader / Announcer  新聞報告員	Reads news, conducts interviews and acts as chairman of certain discussion programmes.  報告新聞、主持訪問以及討論節目。
313	News Translator  新聞翻譯員	Translates selected news items.  翻譯經選擇的新聞項目。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
314	Senior Reporter / Reporter  高級記者／記者	Seeks and reports information of interests to the public. Analyses news releases. Interviews people. Attends public functions, visits scenes of accidents and obtains information from all relevant sources. Submits information in written or audio form. Conducts live or taped reports, or interviews.  採訪報導大眾關注的消息；分析新聞稿；進行個人訪問；參加公眾聚會，採訪意外現場及從各有關方面獲取資料；進行筆錄或錄音；進行現場或錄音報導、訪問。
315	Cameraman  電視攝影師	Uses motion picture, television, or video cameras to film a wide range of subjects, including commercial motion pictures, documentaries, music videos and news events.  使用電影、電視、或錄像攝影機攝製廣泛的主題，包括商業電影，紀錄影片，音樂錄像，及新聞事件。
316	Senior Producer / Producer  高級監製／監製	Plans and develops live or taped productions, and determines how the show will look and sound. Selects the script, news reader, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel.  策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、新聞報告員、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
317	Online Editor  網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of web page.  撰寫標題，選擇字體；選擇、覆核、修改及整理在網上發表的稿件、圖片等；或需負責網頁的排版及設計。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
411	Production Assistant / Technician  製作助理	Assists the editors/reporters in all aspects in the production of news programme including manning of the panel.  在各方面協助編輯／記者製作節目，包括操控錄音儀器。

**Public Relations Services Suppliers**  
**公共關係服務供應商**

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 管理級</b>		
131	Managing Director / General Manager  董事總經理／總經理	Focuses on the management and development of the PR services supplier. Formulates strategies and implements plans and policies.  負責公關服務供應商的管理及發展工作；構思策略、推行計劃及政策。
132	Director of Client Services / Account Director  客戶服務總監	Mobilizes account servicing team to prospect for new clients. Maintains liaison with key accounts and organizes PR activities for them. Manages staff of own team, which may include Account Manager, Account Executive and Account Co-ordinator.  動員客戶服務隊伍為公司尋求新客戶；聯繫重要客戶並為他們安排公關活動；管理客戶服務隊伍，包括客戶經理，主任及總務。
<b>SUPERVISORY LEVEL 主任級</b>		
231	Account Manager / Senior PR Consultant / PR Consultant  客戶服務經理／ 高級公關顧問／ 公關顧問	Assists Account Director to plan, design and implement PR activities. Develops and maintains good relationship with mass media. Maintains close liaison with clients and communicates their feedback to in-house departments. Writes & issues press releases for clients. Monitors the news and handles media enquiries on behalf of clients.  協助客戶服務總監策劃，設計及推行公關活動；與傳媒建立及維持良好關係；與客戶保持密切聯繫，聽取並傳達客戶意見予內部各部門；草擬及發放新聞稿；密切監察新聞消息，代客戶應付及處理傳媒查詢。
232	Chief Editor / Editor  總編輯／編輯	Prepares, screens and approves all press releases, speeches and documents.  撰寫及審閱所有新聞稿、講詞及文件。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 主任級		
233	Art Director  美術總監	Develops graphics and visual concepts. Involves in art direction of TV commercials, press advertisements and other art productions. Ensures the quality of all productions in graphic executions.  構思平面設計和構圖概念，督導電視廣告、平面廣告及其他美術製作；確保所有作品的美術設計水平。
EXECUTIONAL LEVEL 執行人員級		
331	Account Executive / PR Specialist / PR Officer / Press Officer  客戶服務主任／ 公共關係主任／ 新聞主任	Co-ordinates with clients and in-house departments to implement PR projects. Provides account servicing and news monitoring. Prepares press releases.  聯絡客戶及內部部門籌備公關活動；與客戶保持聯繫，及替客戶監察及備存有關新聞消息；準備新聞稿。
332	Multimedia / IT Manager  多媒體／資訊科技 經理	Undertakes the planning and setup of audio/visual and computer equipment in PR activities. Plans and monitors the production of multi-media materials (either by in-house or external suppliers).  負責策劃及安排公關活動之音響、影視及電腦器材。統籌及監察多媒體資料的製作(內部或外判公司之製成品)。
333	Account Co-ordinator  客戶聯絡助理	Performs clerical and administrative duties. Monitors the news for the team.  執行文書及行政工作；為有關客戶服務組別備存新聞消息。
334	Translator  翻譯員	Translates press releases, speeches and documents.  翻譯新聞稿、講詞及文件。
335	Visualiser  美術製稿員	Visualises and prepares storyboard for TV commercials. Produces layouts for press advertisements and all advertising production.  繪畫及製作電視故事板、平面廣告及其他廣告製作的版樣或草圖。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
336	Graphic Artist 正稿製作員	Produces artwork according to design. Compiles artwork from layout. 按照設計製作美術稿；將版樣整理為美術稿。
337	Copy Writer 撰稿員	Writes advertising / public relations contents (copy). 草擬廣告／公共關係內容 (稿件)。
338	Research Assistant 市場調查助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行調查工作；蒐集資料及數據。

**Advertising Sales / PR / Marketing Department in Media Organizations**

**傳媒機構內的廣告／公共關係／市場部**

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 經理級</b>		
181	Publisher / Managing Director / President  社長／董事經理／總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions.  負責所有業務的管理包括人事管理、成本控制、方針策略等。
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President / Chief Operations Officer  總經理／副社長／副董事經理／副總裁／營運總監	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions, or assists the President to undertake the management and marketing functions.  負責廣告銷售，市場推廣，和／或拓展銷量的管理工作，或協助總裁執行管理及營銷工作。
183	Advertising / Advertising Sales / Account Director  廣告／廣告銷售／客戶總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio.  負責管理廣告銷售，市場推廣；或管理一批大客戶。
184	Circulation / Circulation Sales / Circulation Marketing Director  發行／銷售總監	Assumes overall responsibility for the management of the distribution liaison, circulation sales and promotion functions.  負責發行聯絡，提高銷量與推廣活動的管理工作。
185	Marketing / Marketing Services / Program Director  市場／市場服務／項目總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales.  負責管理市場工作，廣告／推廣計劃，調查與公關活動，支援廣告與銷量。
186	Business Development Director  業務發展總監	Assumes overall responsibility for the management of the new business development, or manages marketing and advertising sales projects.  負責管理新業務發展，或是管理市場與廣告銷售計劃。

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 經理級</b>		
187	Research Director  市場調查總監	Assumes overall responsibility for the management of the market researches, readership survey and data analyses for sales presentation and planning.  負責管理市場調查、讀者調查及數據分析，以制定推銷簡報和計劃。
188	Public Relations Director  公共關係總監	Assumes overall responsibility for the management of the PR programs. Acts as spokesperson of the organization, and co-ordinates with other media organizations.  負責管理公關計劃；擔任機構發言人，及協調其他媒體。
189	Art Director  美術總監	Assumes overall responsibility for the management and control of artwork and visual presentation.  負責管理及檢查美術稿及視覺顯示的有關製作。
<b>SUPERVISORY LEVEL 督導級</b>		
281	Advertising / Advertising Sales / Account Manager  廣告／廣告銷售／客戶經理	Undertakes advertising sales in one commodity, or manages a group of client portfolio.  負責單一種類的廣告銷售；管理一批客戶。
282	Circulation / Circulation Sales / Circulation Marketing Manager  發行／銷售經理	Undertakes circulation sales / distribution liaison in one country, newsstands sales or subscription sales, or both.  負責單一地區的銷量銷售／發行聯絡，報攤銷量或／和訂閱推廣。
283	Marketing / Marketing Services / Program Manager  市場／市場服務／項目經理	Undertakes marketing activities and advertising/promotional plans, and manages events, data analyses to support advertising or circulation sales.  負責市場活動與廣告／推廣計劃，項目管理，數據分析；支援廣告或銷量銷售。
284	Research Manager  市場調查經理	Undertakes market researches & readership survey, and manages data analyses for sales presentation.  負責市場調查與讀者調查，為銷售簡介做數據分析。
285	Traffic / Advertising Administration Manager  聯絡／廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists & supports Advertising Sales team for after sales services.  負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。



Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>SUPERVISORY LEVEL 督導級</b>		
286	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organizations. 負責公關計劃，新聞稿與協調其他媒體。
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
<b>EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級</b>		
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
382	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監推行市場活動／項目、數據收集與文書支援工作。
383	Research Assistant / Executive 市場調查助理／主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監進行市場調查、讀者調查、數據收集與文書支援工作。
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	Assists Traffic Manager/Advertising Administration Manager for advertising booking, material traffic, invoicing, and clerical supports functions. 協助聯絡／廣告行政經理處理廣告排期、稿件交收、開發票與文書支援工作。
385	Public Relations Assistant / Executive 公共關係助理／主任	Assists PR Manager/Director for PR programs, and co-ordinates with other media organizations and clerical supports functions. 協助公關經理／總監處理公關工作，協調其他媒體與文書支援工作。

**Advertising Companies, Agencies and Other Advertising Services**  
**廣告業機構**

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 管理級</b>		
161	Managing Director / General Manager  董事經理／總經理	Undertakes the overall management and development of the advertising agency.  負責廣告公司整體的管理及業務發展事宜。
162	Director of Client Services / Account Servicing  客戶服務總監	Assumes an overall responsibility for the management of the account service function. Hires and supervises the account service personnel.  負責客戶服務部的管理事宜；挑選並監督屬員。
163	Group Account Director / Account Director  客戶總監	Undertakes the overall account management and budget control of client's portfolio. Formulates client's marketing policies, and develops advertising objectives and strategies. Supervises account managers.  負責管理客戶帳目，並控制其廣告預算；制定客戶的市場推廣政策，並訂立廣告目標和策略；督導客戶經理。
164	Director of Strategic Planning  品牌策劃總監	Identifies business opportunities. Conducts market and attitude research. Formulates strategies and business plans for submission to the management.  確定業務的發展機會；進行市場及客戶意向調查；制定業務發展的策略及計劃，以便呈交管理階層。
165	Executive Creative Director  執行創作總監	Undertakes the overall responsibility (including standards setting) for the management of the creative department. Hires and supervises the creative personnel.  管理創作部，並制定工作標準；挑選並監督創作部屬員。
166	Creative Director  創作總監	Formulates creative strategies according to advertiser's requirements. Supervises the art directors and/or copy writers in the advertising creative process.  按廣告商要求，制定創作策略；督導美術總監及／或撰稿人員創作電視廣告及其他類型廣告。

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 管理級</b>		
167	Creative Group Head  創作主任	Takes charge of a group of accounts and works with writers and art directors. Supervises staff members in the creative department.  負責一組客戶的創作事宜，並與撰稿員和美術總監合作；督導創作部的員工。
168	Head of TV Production  電視廣告製作主任	Plans, organizes and executes production of commercials and TV films according to scripts. Supervises staff members in TV production department.  根據劇本，策劃、組織並執行廣告與電視廣告片製作；督導電視廣告製作部的員工。
169	Media Planning Director  媒介策劃總監	Manages client's investments in media. Prepares strategic plans and media recommendations. Involves in new business pitches and presentations.  管理客戶的傳媒廣告費用；制定策略性計劃，並向客戶提供選用媒體的意見；參與發展新的業務計劃及其推介。
170	Media Buying Director  媒介採購總監	Undertakes the overall management of the media buying function and supervises all media buyers. Negotiates terms with various media.  負責全盤管理媒介採購工作，監督媒介採購員；與各不同媒體洽商有關條件。
171	Media Group Head / Group Director / Associate Director  媒介組主任／ 客戶總監／副總監	Approves the selection of media, space and schedule proposed by media planners.  批核由媒介策劃人員所建議的媒介、版面及時間編排。
<b>SUPERVISORY LEVEL 主任級</b>		
261	Associate Account Director / Account Manager  副客戶總監／ 客戶經理	Carries out work between client and agency. Attends client meetings, prepares contract reports, and liaises with creative and production personnel.  負責客戶與代理商之間的工作；與客戶商談；準備合約報告；並與創作部和製作部員工連繫。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 主任級		
262	Art Director  美術總監	Develops graphics and concepts. Involves in art direction of TV commercials, press advertisements and other art productions. Maintains the quality in graphic executions.  構思平面設計和構圖概念，督導電視廣告、平面廣告及其他美術製作；維持美術設計的水平。
263	Studio Manager  正稿製作經理	Supervises the production of advertising and promotional materials and artwork under a studio setting.  監督畫室內的廣告和宣傳資料製作及美術設計。
264	Production Manager  製作經理	Controls press and printing within the agency. Works closely with graphic artists and traffic personnel. Gives advices on print techniques.  監管廣告公司內部的印刷工作；與畫師及聯絡人員保持密切的合作，並就印刷技術提供意見。
265	Traffic Manager  流程統籌經理	Monitors the whole progress of advertising production.  協助監管整個廣告製作工作進度。
266	TV Producer  廣告製片	Negotiates and liaises with production houses to produce TV commercials under the direction of creative personnel.  按創作部屬員的指示製作廣告；與製作公司聯絡，並洽商製作事宜。
267	Media Planning Manager  媒介策劃經理	Assists the Media Planning Director to undertake the client's investments in media. Negotiates terms with various media, makes strategic planning and client presentation. Involves in new business pitches and documentation.  協助媒介策劃總監管理客戶的傳媒廣告費用；與各傳媒機構洽商播放或刊登廣告的細節，制定策略性計劃，並向客戶提供新構思；參與發展新的業務計劃，並草擬有關文件。

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>SUPERVISORY LEVEL 主任級</b>		
268	Media Buying Manager  媒介採購經理	Assists the Media Buying Director in the management of media buying function, supervision of media buyers and negotiation of terms with various media.  協助媒介採購總監管理媒介採購工作；監督媒介採購員；與媒體洽商有關條件。
269	Research Manager / Strategic Planner  市場調查經理／策略策劃員	Plans and conducts market researches. Compiles and presents research reports.  策劃並進行市場調查；編制及講解調查報告。
270	Senior PR Consultant / PR Consultant  高級公關顧問／公關顧問	Plans, designs and implements PR activities. Develops and maintains good relationship with mass media. Maintains close liaison with clients and communicates their feedback to in-house departments. Writes & issues press releases for clients. Monitors the news and handles media enquiries on behalf of clients.  策劃，設計及推行公關活動；與傳媒建立及維持良好關係；與客戶保持密切聯繫，聽取並傳達客戶意見予內部各部門；草擬及發放新聞稿；密切監察新聞消息，代客戶應付及處理傳媒諮詢。
271	Marketing / Marketing Services / Program Manager  市場／市場服務／項目經理	Undertakes marketing activities and advertising/promotional plans, and manages events, data analyses to support advertising or circulation sales.  負責市場活動與廣告／推廣計劃，項目管理，數據分析；支援廣告或銷量銷售。
<b>EXECUTIONAL LEVEL 執行人員級</b>		
361	Account Executive  客戶主任	Co-ordinates the agency's skills and maintains day-to-day communication with its clients.  協調廣告公司各部門的工作；並與客戶保持日常的連繫。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
362	Visualiser  草稿製作員	Visualises and prepares storyboard for TV commercials. Produces layouts for press advertisements and all advertising production according to direction specified by art directors.  按照美術總監要求，繪畫及製作電視故事板、平面廣告及其他廣告製作的版樣或草圖。
363	Graphic Artist  正稿製作員	Produces artwork according to design specified by art directors. Compiles artwork from layout.  按照美術總監定下的設計，製作美術稿；將版樣整理為美術稿。
364	Copy Writer  撰稿員	Writes advertising contents (copy) under the direction of Creative Director.  按照創作總監的指示，草擬廣告內容 (稿件)。
365	Media Planner / Executive  媒介策劃員／ 媒介主任	Prepares media plans and schedule for a group of accounts. Assists in client presentation.  為一組客戶草擬有關傳媒計劃，及其推行的事宜；協助向客戶講解設計構思。
366	Media Buyer  媒介採購員	Negotiates with suppliers for press space or airtime according to the approved schedule and media plan.  根據核定的程序及傳媒計劃，與供應商洽談版面面積或播放時間的有關事宜。
367	Traffic Co-ordinator  流程統籌	Keeps track of work in progress. Collects and distributes layouts and artwork.  了解並控制工作的進度；收集與分發廣告草稿與畫稿。
368	Production Assistant  製作助理	Orders materials and controls their quality standards. Assists Production Manager in liaison with suppliers.  訂購物料，並控制其品質；協助製作經理與供應商聯絡。
369	Research Assistant  市場調查助理	Assists in planning and conducting researches. Collects information and data.  協助策劃及進行調查工作；蒐集資料及數據。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
370	Photographer  廣告攝影師	Takes pictures of various subjects (such as buildings, models, merchandise and landscape) which are used in a variety of mediums, including books, reports, advertisements and catalogs, to advertise company/customer's products or services.  拍攝各類主題的照片(例如建築物、模特兒、商品及風景)用於各種媒介，包括書籍、報告、廣告及商品目錄，以宣傳公司／客戶的產品或服務。
371	Online Editor  網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of web page.  撰寫標題，選擇字體；選擇、覆核、修改及整理在網上發表的稿件、圖片等；或需負責網頁的排版及設計。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
461	Designer  美術設計員	Prepares / designs artworks for publication.  預備／設計美術繪圖以便付印。
462	Web Designer  網頁製作員	Produces and updates the Web page in consultation with the Webmaster or Online Editor.  與網主或網絡編輯商議，製作和更新網頁。
463	Webmaster  網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web page, and maintains the overall structure and design of the website.  擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。
464	Technician  技術員	Assists staff members in all aspects in the production of programme including manning of the panel.  在各方面協助員工製作節目，包括操控錄音儀器。
465	Promoter  推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner.  負責在展覽會、超級市場或百貨公司推廣產品及分發廣告傳單；協助介紹參展廠商。

**Corporate Communications / Public Relations / Advertising / Marketing**  
**Department in Companies / Institutions**  
 公司／機構內企業傳訊／公共關係／廣告／市場部

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 管理級</b>		
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs  企業傳訊／公共關係／ 公共事務總經理／總監／ 主管	Undertakes the management of a corporate communications, public relations, or public affairs department of a company/organization. Formulates corporate communications, PR, or public affairs strategies and objectives and performs corporate communications, PR, or public affairs functions. Builds up and maintains good relations with the mass media. Edits and publishes in-house publications, approves and issues press releases.  管理公司／機構內部的企業傳訊、公共關係、或公共事務部；制定公司／機構的企業傳訊、公共關係、或公共事務策略與目標；設計並推行企業傳訊、公關、或公共事務活動；與傳媒機構建立及保持良好關係；編輯及出版內部刊物，審閱及發放新聞稿。
142	General Manager / Director / Head of Advertising / Marketing Communications  廣告／市場傳訊總經理／ 總監／主管	Undertakes the management of an advertising or marketing communications department of a company/organization. Formulates corporate advertising or marketing communications strategies and objectives. Performs marketing functions.  管理公司／機構內部的廣告或市場傳訊部；制定公司／機構的廣告或市場推廣策略與目標；設計並推行市場推廣活動。
143	General Manager / Director / Head of Marketing / Product Development / Brand Management  市場／產品開發／品牌推廣 總經理／總監／主管	Assumes an overall responsibility for the management of the marketing, product development and/or brand management function which <u>includes advertising</u> .  全盤負責 <u>包括廣告</u> 在內的市場、產品開發與／或品牌推廣活動。



Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理級		
144	Corporate Communications / Public Relations / Public Affairs Manager  企業傳訊／公共關係／ 公共事務經理	Assists General Manager/Director/Head to formulate PR strategies and objectives. Makes plans for all communications/PR activities of the company/organization and supervises their implementation. Maintains good relations and regular liaison with the mass media and handles press enquiries. Prepares and issues press releases, and monitors news.  協助總經理／總監／主管策劃公共關係策略及制定目標；計劃公司／機構的各項傳訊／公關活動及督導執行；與傳媒保持密切連繫及處理傳媒查詢；草擬及發布新聞稿，及監察新聞。
145	Advertising / Marketing Communications Manager  廣告／市場傳訊經理	Assists General Manager/Director/Head to formulate advertising/marketing communications strategies and objectives. Makes plans for placing advertisements and monitoring their effectiveness.  協助總經理／總監／主管策劃廣告或市場推廣策略及制定目標。計劃公司的廣告媒介，監察廣告效果。
146	Marketing / Product / Brand Manager  市場／產品／品牌經理	Undertakes the implementation of marketing and/or product development activities which <u>include advertising</u> .  負責推行市場與／或產品推廣活動，其中 <u>包括廣告宣傳</u> 。
147	Community Relations Manager  社區關係經理	Develops and maintains good relations with the community.  發展與維持社區關係。
148	Market Research Manager  市場調查經理	Leads a team of researchers to plan, conduct and analyse market researches.  領導市場調查員策劃與進行市場調查工作，分析調查結果。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理級		
149	Publication Manager  出版經理	Plans and prepares publications. Assists in the preparation and distribution of reports and other publications.  編製刊物；協助製備及分發報告和其他刊物。
150	Internal Communications Manager  內部傳訊經理	Establishes and manages internal channels to ensure effective communications within a company/organization. Arranges communication activities for news announcements to internal staff.  設立及管理公司／機構內部的溝通渠道；安排活動以發布消息予內部員工。
SUPERVISORY LEVEL 主任級		
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs  企業傳訊／公共關係／公共事務助理經理／主任	Implements PR plans. Assists manager to liaise with the mass media. Handles enquiries, monitors news and prepares press releases.  執行公關計劃；協助經理聯絡傳媒；處理查詢，檢查新聞與準備新聞稿。
242	Assistant Manager / Executive for Advertising / Marketing Communications  廣告／市場傳訊助理經理／主任	Implements advertising or marketing communications programmes and campaigns as directed by the Manager.  按照經理指示，推行廣告或市場推廣計劃與活動。
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management  市場／產品開發／品牌推廣助理經理／主任	Implements marketing and/or product development activities as directed by the Manager.  按照經理指示，推行市場與／或產品推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 主任級		
244	Assistant Manager for Publication  助理出版經理	Assists the manager in preparing and distributing reports and other publications.  協助經理編製與分發報告和其他刊物。
245	Chief Editor / Editor  總編輯／編輯	Prepares, screens and approves all press releases, speeches and documents to ensure the delivery of consistent corporate messages.  撰寫及審閱所有新聞稿、講稿及文件以確保信息一致。
246	TV Producer  廣告製片	Negotiates and liaises with production houses to produce TV commercials.  製作廣告；與製作公司聯絡，並洽商製作事宜。
EXECUTIONAL LEVEL 執行人員級		
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs  企業傳訊／公共關係／ 公共事務主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all PR activities.  處理部門文書工作；支援公關活動。
342	Officer / Assistant for Advertising / Marketing Communications  廣告／市場傳訊主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all advertising activities  處理部門文書工作；支援廣告活動。
343	Officer / Assistant for Marketing / Product Development / Brand Management  市場／產品開發／ 品牌推廣主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all marketing and product development activities.  處理部門文書工作；支援市場與產品推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
344	Officer / Assistant for Community Relations  社區關係主任／助理	Assists in developing and maintaining relationship with the community.  協助發展與維持社區關係。
345	Officer / Assistant for Market Research  市場調查主任／助理	Assists in planning and conducting researches. Collects information and data.  協助策劃及進行調查工作；蒐集資料及數據。
346	Writer / Translator  撰稿／翻譯員	Prepares press release and scripts. Translates documents into different languages.  撰寫新聞稿與講稿；翻譯文件。
347	Officer / Assistant for Publication  出版主任／助理	Assists in planning and preparing publications.  協助策劃及製備刊物。
348	Graphic Designer  廣告設計員	Prepares graphic designs for publications and promotional activities.  草擬刊物與宣傳活動的設計圖樣。
349	Photographer  攝影師	Takes photos for PR activities and publications. Writes captions.  拍攝照片，供公關工作及刊物之用；撰寫標題。
350	Online Editor  網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of web page.  撰寫標題，選擇字體；選擇、覆核、修改及整理 在網上發表的稿件、圖片等；或需負責網頁的排 版及設計。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
441	Researcher 資料蒐集員	Collects information according to Market Research Manager's requirements. 依照市場調查經理的要求，進行資料蒐集。
442	Webpage Designer 網頁製作員	Produces and updates the Web page. 製作和更新網頁。

**Table 4.1 MC Manpower, Vacancy and Forecast Growth by Job Title  
(Newspapers)**

**表 4.1 大眾傳播人力情況、空缺數目及人力增長預測  
(報紙業)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
101	Editor-in-Chief / The Editor 總編輯	38	-	-	38
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	97	-	1	98
103	News Director 新聞總監	18	-	-	18
<b>Sub-Total 小計</b>		<b>153</b>	<b>-</b>	<b>1</b>	<b>154</b>
<b>SUPERVISORY LEVEL</b> 督導級					
201	Managing Editor 編輯主任	113	-	1	114
202	News / Assignment Editor 總採訪／採訪主任	245	1	2	248
203	International News Editor 國際新聞主任	37	-	-	37
204	China / National News Editor 中國新聞主任	33	-	-	33
205	Assignment Editor (Photography) 攝影主任	29	-	-	29
206	Editorial / Leader Writer 主筆	56	-	-	56
<b>Sub-Total 小計</b>		<b>513</b>	<b>1</b>	<b>3</b>	<b>517</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> 編採／製作人員級					
301	Senior Layout Editor / Layout Editor 資深（高級）版面 編輯／ 版面編輯	532	3	8	543
302	Sub-editor / Copy Editor 文稿編輯	347	-	1	348

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> <b>編採／製作人員級（續）</b>					
303	Senior Reporter / Reporter 資深（高級）記者／記者	1 451	14	8	1 473
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／ 攝影記者	295	-	3	298
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	104	-	-	104
306	Online Editor 網絡編輯	39	1	-	40
307	Senior Designer 資深（高級）美術設計員	103	1	-	104
308	Graphic Artist 正稿製作員	30	1	-	31
<b>Sub-Total 小計</b>		<b>2 901</b>	<b>20</b>	<b>20</b>	<b>2 941</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
401	Designer 美術設計員	273	-	-	273
402	Typesetter 植字員	95	-	-	95
403	Layout Artist 排版員	329	1	7	337
404	Proof-Reader 校對員	132	-	-	132
405	Darkroom Person 黑房工作人員	6	-	-	6
406	Librarian 資料室人員	64	1	1	66
407	Researcher 資料蒐集員	38	-	-	38
408	Webpage Designer 網頁製作員	38	1	-	39
409	Webmaster 網主	6	-	-	6
<b>Sub-Total 小計</b>		<b>981</b>	<b>3</b>	<b>8</b>	<b>992</b>
<b>GRAND TOTAL 總計</b>		<b>4 548</b>	<b>24</b>	<b>32</b>	<b>4 604</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.2 MC Manpower, Vacancy and Forecast Growth by Job Title  
(Magazines)**  
**表 4.2 大眾傳播人力情況、空缺數目及人力增長預測  
(雜誌業)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> <b>經理級</b>					
101	Editor-in-Chief / The Editor 總編輯	105	-	-	105
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	49	-	-	49
<b>Sub-Total 小計</b>		<b>154</b>	<b>-</b>	<b>-</b>	<b>154</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>					
201	Managing Editor 編輯主任	216	-	-	216
202	News / Assignment Editor 總採訪／採訪主任	50	-	-	50
205	Assignment Editor (Photography) 攝影主任	43	-	-	43
206	Editorial / Leader Writer 主筆	34	-	-	34
<b>Sub-Total 小計</b>		<b>343</b>	<b>-</b>	<b>-</b>	<b>343</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>					
301	Senior Layout Editor / Layout Editor 資深（高級）版面 編輯／ 版面編輯	461	16	-	477
302	Sub-editor / Copy Editor 文稿編輯	268	7	-5	270
303	Senior Reporter / Reporter 資深（高級）記者／記者	608	6	-	614
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	389	-	-	389
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	41	-	-	41
306	Online Editor 網絡編輯	31	-	-	31
307	Senior Designer 資深（高級）美術設計員	117	2	-	119



Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> <b>編採／製作人員級（續）</b>					
308	Graphic Artist 正稿製作員	110	-	-	110
364	Copy Writer 撰稿員	13	-	-	13
<b>Sub-Total 小計</b>		<b>2 038</b>	<b>31</b>	<b>-5</b>	<b>2 064</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
401	Designer 美術設計員	299	8	-	307
402	Typesetter 植字員	26	-	-	26
403	Layout Artist 排版員	72	-	-	72
404	Proof-Reader 校對員	69	-	-	69
406	Librarian 資料室人員	3	-	-	3
407	Researcher 資料蒐集員	16	-	-	16
408	Webpage Designer 網頁製作員	53	-	-	53
409	Webmaster 網主	12	2	-	14
465	Promoter 推廣員	20	-	-	20
<b>Sub-Total 小計</b>		<b>570</b>	<b>10</b>	<b>-</b>	<b>580</b>
<b>GRAND TOTAL 總計</b>		<b>3 105</b>	<b>41</b>	<b>-5</b>	<b>3 141</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.3 MC Manpower, Vacancy and Forecast Growth by Job Title**  
**(News Department in Radio and Television Stations)**

**表 4.3 大眾傳播人力情況、空缺數目及人力增長預測**  
**(電台及電視台的新聞部)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
111	Vice President / Senior Vice President / Executive Director 副總裁／高級副總裁／執行董事	19	-	-	19
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監／副總監／助理總監／新聞經理	14	-	-	14
<b>Sub-Total 小計</b>		<b>33</b>	<b>-</b>	<b>-</b>	<b>33</b>
<b>SUPERVISORY LEVEL</b> 督導級					
211	Executive News Editor 總採訪／策劃主任	37	-	-	37
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪／策劃主任	180	1	-	181
213	Managing Editor 編輯主任	29	-	-	29
214	Deputy Managing / Assistant Managing Editor 副編輯主任	18	-	-	18
215	Executive Producer 執行監製／製作主任	66	-	-	66
<b>Sub-Total 小計</b>		<b>330</b>	<b>1</b>	<b>-</b>	<b>331</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> 編採／製作人員級					
311	Senior Sub-editor / Sub-editor 高級編輯／編輯	123	6	-	129
312	News Reader / Announcer 新聞報告員	58	-	-	58
313	News Translator 新聞翻譯員	9	-	-	9
314	Senior Reporter / Reporter 高級記者／記者	369	16	-	385

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> 編採／製作人員級（續）					
315	Cameraman 電視攝影師	196	1	-	197
316	Senior Producer / Producer 高級監製／監製	214	-	-	214
317	Online Editor 網絡編輯	22	-	-	22
362	Visualiser 草稿製作員	2	-	-	2
<b>Sub-Total 小計</b>		<b>993</b>	<b>23</b>	<b>-</b>	<b>1 016</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> 輔助／技術人員級					
401	Designer 美術設計員	7	-	-	7
402	Typesetter 植字員	3	-	-	3
403	Layout Artist 排版員	10	-	-	10
408	Webpage Designer 網頁製作員	17	-	-	17
409	Webmaster 網主	2	-	-	2
411	Production Assistant / Technician 製作助理	345	12	-	357
<b>Sub-Total 小計</b>		<b>384</b>	<b>12</b>	<b>-</b>	<b>396</b>
<b>GRAND TOTAL 總計</b>		<b>1 740</b>	<b>36</b>	<b>-</b>	<b>1 776</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.4 MC Manpower, Vacancy and Forecast Growth by Job Title**  
(News Agencies)

**表 4.4 大眾傳播人力情況、空缺數目及人力增長預測**  
(新聞通訊社)

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
101	Editor-in-Chief / The Editor 總編輯	6	-	-	6
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	4	-	-	4
103	News Director 新聞總監	1	-	-	1
<b>Sub-Total 小計</b>		<b>11</b>	<b>-</b>	<b>-</b>	<b>11</b>
<b>SUPERVISORY LEVEL</b> 督導級					
201	Managing Editor 編輯主任	7	-	-	7
202	News / Assignment Editor 總採訪／採訪主任	27	-	-	27
205	Assignment Editor (Photography) 攝影主任	3	-	-	3
<b>Sub-Total 小計</b>		<b>37</b>	<b>-</b>	<b>-</b>	<b>37</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> 編採／製作人員級					
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／ 版面編輯	12	-	-	12
302	Sub-editor / Copy Editor 文稿編輯	12	-	-	12
303	Senior Reporter / Reporter 資深（高級）記者／記者	67	-	-	67
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	15	1	-	16
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	11	-	-	11
307	Senior Designer 資深（高級）美術設計員	1	-	-	1
<b>Sub-Total 小計</b>		<b>118</b>	<b>1</b>	<b>-</b>	<b>119</b>

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>SUPPORTING / TECHNICAL LEVEL</b> 輔助／技術人員級					
401	Designer 美術設計員	1	-	-	1
404	Proof-Reader 校對員	2	-	-	2
406	Librarian 資料室人員	1	-	-	1
408	Webpage Designer 網頁製作員	2	-	-	2
409	Webmaster 網主	2	-	-	2
<b>Sub-Total 小計</b>		<b>8</b>	<b>-</b>	<b>-</b>	<b>8</b>
<b>GRAND TOTAL 總計</b>		<b>174</b>	<b>1</b>	<b>-</b>	<b>175</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.5 MC Manpower, Vacancy and Forecast Growth by Job Title  
(Digital / New Media)**

**表 4.5 大眾傳播人力情況、空缺數目及人力增長預測  
(數碼／新媒體)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
101	Editor-in-Chief / The Editor 總編輯	2	-	-	2
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	1	-	-	1
103	News Director 新聞總監	1	-	-	1
<b>Sub-Total 小計</b>		<b>4</b>	<b>-</b>	<b>-</b>	<b>4</b>
<b>SUPERVISORY LEVEL</b> 督導級					
201	Managing Editor 編輯主任	16	-	-	16
202	News / Assignment Editor 總採訪／採訪主任	5	-	1	6
204	China / National News Editor 中國新聞主任	3	-	-	3
206	Editorial / Leader Writer 主筆	1	-	-	1
215	Executive Producer 執行監製／製作主任	4	-	-	4
<b>Sub-Total 小計</b>		<b>29</b>	<b>-</b>	<b>1</b>	<b>30</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> 編採／製作人員級					
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	6	-	-	6
302	Sub-editor / Copy Editor 文稿編輯	4	-	-	4
303	Senior Reporter / Reporter 資深（高級）記者／記者	29	1	1	31
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	4	-	-	4

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> <b>編採／製作人員級（續）</b>					
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	1	-	-	1
306	Online Editor 網絡編輯	71	2	-	73
307	Senior Designer 資深（高級）美術設計員	9	1	-	10
308	Graphic Artist 正稿製作員	9	2	4	15
316	Senior Producer / Producer 高級監製／監製	14	-	-	14
<b>Sub-Total 小計</b>		<b>147</b>	<b>6</b>	<b>5</b>	<b>158</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
401	Designer 美術設計員	10	-	-	10
407	Researcher 資料蒐集員	5	2	-	7
408	Webpage Designer 網頁製作員	74	2	2	78
409	Webmaster 網主	69	1	-	70
<b>Sub-Total 小計</b>		<b>158</b>	<b>5</b>	<b>2</b>	<b>165</b>
<b>GRAND TOTAL 總計</b>		<b>338</b>	<b>11</b>	<b>8</b>	<b>357</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.6 MC Manpower, Vacancy and Forecast Growth by Job Title**  
**(Public Relations Services Suppliers)**  
**表 4.6 大眾傳播人力情況、空缺數目及人力增長預測**  
**(公共關係服務供應商)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
131	Managing Director / General Manager 董事經理／總經理	144	2	-	146
132	Director of Client Services / Account Director 客戶服務總監	169	2	-	171
<b>Sub-Total 小計</b>		<b>313</b>	<b>4</b>	<b>-</b>	<b>317</b>
<b>SUPERVISORY LEVEL</b> 督導級					
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／ 公關顧問	425	10	5	440
232	Chief Editor / Editor 總編輯／編輯	37	-	-	37
233	Art Director 美術總監	24	-	-	24
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	2	-	-	2
271	Marketing / Marketing Services / Program Manager 市場／市場服務／ 項目經理	2	-	-	2
<b>Sub-Total 小計</b>		<b>490</b>	<b>10</b>	<b>5</b>	<b>505</b>
<b>EXECUTIONAL LEVEL</b> 執行人員級					
331	Account Executive / PR Specialist / PR Officer / Press Officer 客戶服務主任／公共關係主任／ 新聞主任	627	27	-1	653
332	Multimedia / IT Manager 多媒體／資訊科技經理	34	-	-	34
333	Account Co-ordinator 客戶聯絡助理	225	7	-	232
334	Translator 翻譯員	19	-	-	19
335	Visualiser 美術製稿員	62	-	-	62



Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>EXECUTIONAL LEVEL (Continued)</b> 執行人員級 (續)					
336	Graphic Artist 正稿製作員	82	2	-	84
337	Copy Writer 撰稿員	39	4	-	43
338	Research Assistant 市場調查助理	36	-	-	36
<i>Sub-Total 小計</i>		<b>1 124</b>	<b>40</b>	<b>-1</b>	<b>1 163</b>
<b>EXECUTIONAL LEVEL</b> 執行人員級					
461	Designer 美術設計員	5	-	-	5
465	Promoter 推廣員	20	-	-	20
<i>Sub-Total 小計</i>		<b>25</b>	<b>-</b>	<b>-</b>	<b>25</b>
<b>GRAND TOTAL 總計</b>		<b>1 952</b>	<b>54</b>	<b>4</b>	<b>2 010</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.7 MC Manpower, Vacancy and Forecast Growth by Job Title**  
**(Advertising Sales / PR / Marketing Department in Media Organizations)**  
**表 4.7 大眾傳播人力情況、空缺數目及人力增長預測**  
**(傳媒機構內的廣告／公共關係／市場部)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> <b>經理級</b>					
181	Publisher / Managing Director / President 社長／董事經理／總裁	119	-	-	119
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President / Chief Operations Officer 總經理／副社長／副董事經理／副總裁／ 營運總監	80	-	-	80
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	153	-	-	153
184	Circulation / Circulation Sales / Circulation Marketing Director 發行／銷售總監	27	-	-	27
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	60	-	-	60
186	Business Development Director 業務發展總監	34	1	-	35
187	Research Director 市場調查總監	4	-	-	4
188	Public Relations Director 公共關係總監	11	-	-	11
189	Art Director 美術總監	143	-	1	144
<b>Sub-Total 小計</b>		<b>631</b>	<b>1</b>	<b>1</b>	<b>633</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>					
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	540	3	4	547
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	115	-	1	116

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010年2月的僱員數目	No. of Vacancies in Feb 2010 2010年2月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011年2月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011年2月的大眾傳播 職位數目
<b>SUPERVISORY LEVEL (Continued)</b> <b>督導級 (續)</b>					
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	196	-	1	197
284	Research Manager 市場調查經理	9	-	-	9
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	40	-	-	40
286	Public Relations Manager 公共關係經理	42	-	-	42
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	7	-	-	7
<b>Sub-Total 小計</b>		<b>949</b>	<b>3</b>	<b>6</b>	<b>958</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>					
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	764	41	3	808
382	Marketing Assistant / Executive 市場助理／主任	319	6	-	325
383	Research Assistant / Executive 市場調查助理／主任	75	7	-	82
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	270	4	1	275
385	Public Relations Assistant / Executive 公共關係助理／主任	73	2	-	75
<b>Sub-Total 小計</b>		<b>1 501</b>	<b>60</b>	<b>4</b>	<b>1 565</b>
<b>GRAND TOTAL 總計</b>		<b>3 081</b>	<b>64</b>	<b>11</b>	<b>3 156</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.8 MC Manpower, Vacancy and Forecast Growth by Job Title**  
**(Advertising Companies, Agencies & Other Advertising Services)**  
**表 4.8 大眾傳播人力情況、空缺數目及人力增長預測**  
**(廣告業機構)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> <b>經理級</b>					
101	Editor-in-Chief / The Editor 總編輯	2	-	-	2
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	2	-	-	2
161	Managing Director / General Manager 董事經理／總經理	314	-	-	314
162	Director of Client Services / Account Servicing 客戶服務總監	102	-	-	102
163	Group Account Director / Account Director 客戶總監	234	1	-1	234
164	Director of Strategic Planning 品牌策劃總監	45	-	13	58
165	Executive Creative Director 執行創作總監	82	1	-	83
166	Creative Director 創作總監	184	-	-2	182
167	Creative Group Head 創作主任	33	-	-	33
168	Head of TV Production 電視廣告製作主任	8	-	-	8
169	Media Planning Director 媒介策劃總監	33	1	-	34
170	Media Buying Director 媒介採購總監	12	-	-	12
171	Media Group Head / Group Director / Associate Director 媒介組主任／客戶總監／副總監	30	1	-	31
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	2	-	-	2
186	Business Development Director 業務發展總監	3	-	-	3
<b>Sub-Total 小計</b>		<b>1 086</b>	<b>4</b>	<b>10</b>	<b>1 100</b>

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>SUPERVISORY LEVEL</b> 主任級					
261	Associate Account Director / Account Manager 副客戶總監／客戶經理	1 436	5	1	1 442
262	Art Director 美術總監	891	4	3	898
263	Studio Manager 正稿製作經理	27	-	-	27
264	Production Manager 製作經理	157	-	-2	155
265	Traffic Manager 流程統籌經理	56	7	-	63
266	TV Producer 廣告製片	36	-	-	36
267	Media Planning Manager 媒介策劃經理	64	-	-2	62
268	Media Buying Manager 媒介採購經理	41	-	-	41
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	32	-	-	32
270	Senior PR Consultant / PR Consultant 高級公關顧問／公關顧問	4	-	-	4
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	49	-	-2	47
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	2	-	-	2
<b>Sub-Total 小計</b>		<b>2 795</b>	<b>16</b>	<b>-2</b>	<b>2 809</b>
<b>EXECUTIONAL LEVEL</b> 執行人員級					
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	9	-	-	9
361	Account Executive 客戶主任	2 741	45	27	2 813
362	Visualiser 草稿製作員	352	24	-	376
363	Graphic Artist 正稿製作員	3 222	42	-1	3 263
364	Copy Writer 撰稿員	305	2	-	307
365	Media Planner / Executive 媒介策劃員／媒介主任	276	2	-	278

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>EXECUTIONAL LEVEL (Continued)</b> <b>執行人員級 (續)</b>					
366	Media Buyer 媒介採購員	121	2	-	123
367	Traffic Co-ordinator 流程統籌	144	3	-	147
368	Production Assistant 製作助理	297	11	-	308
369	Research Assistant 市場調查助理	81	1	-	82
370	Photographer 廣告攝影師	129	-	-	129
371	Online Editor 網絡編輯	123	19	2	144
382	Marketing Assistant / Executive 市場助理／主任	35	25	-	60
<b>Sub-Total 小計</b>		<b>7 835</b>	<b>176</b>	<b>28</b>	<b>8 039</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
402	Typesetter 植字員	4	2	-	6
404	Proof-Reader 校對員	1	-	-	1
461	Designer 美術設計員	855	7	7	869
462	Web Designer 網頁製作員	197	4	3	204
463	Webmaster 網主	131	2	-	133
464	Technician 技術員	93	-	-	93
465	Promoter 推廣員	28	-	-	28
<b>Sub-Total 小計</b>		<b>1 309</b>	<b>15</b>	<b>10</b>	<b>1 334</b>
<b>GRAND TOTAL 總計</b>		<b>13 025</b>	<b>211</b>	<b>46</b>	<b>13 282</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Table 4.9 MC Manpower, Vacancy and Forecast Growth by Job Title**  
**(Corporate Communications / PR / Advertising /**  
**Marketing Department in Companies / Institutions)**  
**表 4.9 大眾傳播人力情況、空缺數目及人力增長預測**  
**(公司或機構內企業傳訊／公共關係／廣告／市場部)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010年2月的僱員數目	No. of Vacancies in Feb 2010 2010年2月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011年2月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011年2月的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> <b>經理級</b>					
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／ 公共事務總經理／總監／主管	153	10	-	163
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告／市場傳訊總經理／總監／主管	41	-	-	41
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣 總經理／總監／主管	68	-	-	68
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	211	10	-	221
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	89	-	-	89
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	178	-	-	178
147	Community Relations Manager 社區關係經理	15	-	-	15
148	Market Research Manager 市場調查經理	17	-	-	17
149	Publication Manager 出版經理	10	-	-	10
150	Internal Communications Manager 內部傳訊經理	5	-	-	5
<b>Sub-Total 小計</b>		<b>787</b>	<b>20</b>	<b>-</b>	<b>807</b>

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月的大眾傳播 職位數目
<b>SUPERVISORY LEVEL</b> 主任級					
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務 助理經理／主任	409	6	-	415
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	254	7	-	261
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣 助理經理／主任	223	-	-	223
244	Assistant Manager for Publication 助理出版經理	35	-	-	35
245	Chief Editor / Editor 總編輯／編輯	62	-	-	62
246	TV Producer 廣告製片	30	-	-	30
262	Art Director 美術總監	6	-	-	6
263	Studio Manager 正稿製作經理	6	-	-	6
<b>Sub-Total 小計</b>		<b>1 025</b>	<b>13</b>	<b>-</b>	<b>1 038</b>
<b>EXECUTIONAL LEVEL</b> 執行人員級					
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務 主任／助理	785	27	-	812
342	Officer / Assistant for Advertising / Marketing Communications 廣告／市場傳訊主任／助理	512	-	-	512
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣主任／ 助理	590	22	-	612
344	Officer / Assistant for Community Relations 社區關係主任／助理	42	-	-	42



Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2010 2010 年 2 月 的僱員數目	No. of Vacancies in Feb 2010 2010 年 2 月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2011 僱主預測 2011 年 2 月 的人力增長	Forecast No. of MC Posts by Feb 2011 預測 2011 年 2 月 的大眾傳播 職位數目
<b>EXECUTIONAL LEVEL (Continued)</b> 執行人員級 (續)					
345	Officer / Assistant for Market Research 市場調查主任／助理	75	-	-	75
346	Writer / Translator 撰稿／翻譯員	86	-	-	86
347	Officer / Assistant for Publication 出版主任／助理	60	-	-	60
348	Graphic Designer 廣告設計員	219	-	-	219
349	Photographer 攝影師	58	-	-	58
<i>Sub-Total 小計</i>		<i>2 427</i>	<i>49</i>	<i>-</i>	<i>2 476</i>
<b>SUPPORTING / TECHNICAL LEVEL</b> 輔助／技術人員級					
442	Webpage Designer 網頁製作員	41	-	-	41
<i>Sub-Total 小計</i>		<i>41</i>	<i>-</i>	<i>-</i>	<i>41</i>
<b>GRAND TOTAL 總計</b>		<b>4 280</b>	<b>82</b>	<b>-</b>	<b>4 362</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

**Number of MC Employees Leaving in the Past 12 Months  
by Branch by Job Level**

**過去 12 個月大眾傳播僱員離職人數  
(按門類及技能等級劃分)**

<div>Branch 門類</div> <div>Job Level 職級</div>		Managerial 經理級  (%)*	Supervisory 督導級  (%)*	Editorial / Production / Executorial 編採／製作／ 執行人員級 (%)*	Supporting / Technical 輔助／技術 人員級 (%)*	Total 總計  (%)*
Newspapers 報紙業	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構 內廣告／公共 關係／市場部	69 (17.9)	125 (14.2)	633 (18.6)	125 (12.7)	952 (16.8)
Magazines 雜誌業		4 (1.0)	15 (2.2)	335 (12.4)	47 (8.1)	401 (9.2)
News Department in Radio / TV Stations 電台及電視台的 新聞部		3 (2.6)	20 (4.2)	205 (16.2)	163 (41.2)	391 (17.4)
News Agencies 新聞通訊社		1 (4.6)	- (-)	13 (8.3)	2 (25.0)	16 (6.7)
Digital / New Media 數碼／新媒體		- (-)	3 (2.6)	61 (19.4)	6 (3.7)	70 (10.9)
Public Relations Services Suppliers 公共關係服務供應商		28 (8.8)	72 (14.4)	172 (14.8)	- (-)	272 (13.6)
Advertising Companies, Agencies and Other Advertising Services 廣告業機構		101 (9.3)	133 (4.7)	892 (11.1)	229 (17.3)	1 355 (10.2)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司機構內企業傳訊／ 公共關係／廣告／市場部		75 (9.3)	156 (15.0)	217 (8.8)	15 (36.6)	463 (10.6)
Total 總計		281 (8.8)	524 (8.0)	2 528 (13.0)	587 (16.7)	3 920 (12.0)

\* As a percentage of total number of MC posts by sector by branch by job level.  
佔該業該門類該技能等級職位總數百分率。

Note: Figures may not add up to their totals due to rounding.  
註：因四捨五入關係，各項數字相加或與總計數字有出入。

**Table 6.1 Preferred Educational Level of MC Employees in Newspapers by Job Title**  
**表 6.1 報紙業機構大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	1	35	-	1	-	-	-	1
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	4	86	-	3	-	-	-	4
103	News Director 新聞總監	-	18	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>5</b>	<b>139</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	104	1	3	1	1	-	3
202	News / Assignment Editor 總採訪／採訪主任	-	241	-	2	-	-	-	2
203	International News Editor 國際新聞主任	-	36	-	1	-	-	-	-
204	China / National News Editor 中國新聞主任	-	33	-	-	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	26	1	1	-	-	-	1
206	Editorial / Leader Writer 主筆	-	56	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>496</b>	<b>2</b>	<b>7</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>6</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	-	377	60	37	-	1	-	57
302	Sub-editor / Copy Editor 文稿編輯	-	331	1	4	-	11	-	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	1 306	55	34	-	-	-	56
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	163	15	61	19	32	-	5
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	81	9	5	-	-	-	9
306	Online Editor 網絡編輯	-	38	-	-	-	-	-	1
307	Senior Designer 資深（高級）美術設計員	-	60	3	33	-	6	-	1
308	Graphic Artist 正稿製作員	-	11	-	19	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>2 367</b>	<b>143</b>	<b>193</b>	<b>19</b>	<b>50</b>	<b>-</b>	<b>129</b>

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	159	88	7	12	-	7
402	Typesetter 植字員	-	-	-	18	-	73	-	4
403	Layout Artist 排版員	-	1	-	266	25	25	-	12
404	Proof-Reader 校對員	-	-	3	53	-	62	-	14
405	Darkroom Person 黑房工作人員	-	3	-	3	-	-	-	-
406	Librarian 資料室人員	-	6	-	14	10	30	-	4
407	Researcher 資料蒐集員	-	-	-	5	15	18	-	-
408	Webpage Designer 網頁製作員	-	-	31	-	-	-	-	7
409	Webmaster 網主	-	5	1	-	-	-	-	-
<b>Sub-Total 小計</b>		-	15	194	447	57	220	-	48
<b>GRAND TOTAL 總計</b>		5	3 017	339	651	77	271	-	188

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 6.2 Preferred Educational Level of MC Employees in Magazines by Job Title**  
**表 6.2 雜誌業機構大眾傳播僱員宜有的教育程度**

Job Code 職務 編號	Job Title * 職稱	Master Degree or Above 碩士學位 或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	2	101	-	-	-	2	-	-
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	47	-	-	-	2	-	-
<b>Sub-Total 小計</b>		<b>2</b>	<b>148</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>-</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	9	144	29	2	7	16	-	9
202	News / Assignment Editor 總採訪／採訪主任	-	23	22	-	5	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	12	31	-	-	-	-	-
206	Editorial / Leader Writer 主筆	-	18	11	-	-	5	-	-
<b>Sub-Total 小計</b>		<b>9</b>	<b>197</b>	<b>93</b>	<b>2</b>	<b>12</b>	<b>21</b>	<b>-</b>	<b>9</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	-	133	175	48	1	94	-	10
302	Sub-editor / Copy Editor 文稿編輯	-	135	63	16	1	53	-	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	155	269	43	20	75	-	46
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	22	267	54	1	33	-	12
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	14	12	-	-	15	-	-
306	Online Editor 網絡編輯	-	12	9	9	1	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	5	40	23	-	49	-	-
308	Graphic Artist 正稿製作員	-	-	23	24	10	37	-	16
364	Copy Writer 撰稿員	-	-	11	2	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>476</b>	<b>869</b>	<b>219</b>	<b>34</b>	<b>356</b>	<b>-</b>	<b>84</b>

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	2	4	132	30	131	-	-
402	Typesetter 植字員	-	-	-	5	12	9	-	-
403	Layout Artist 排版員	-	-	-	34	21	17	-	-
404	Proof-Reader 校對員	-	15	4	15	6	29	-	-
406	Librarian 資料室人員	-	-	-	-	3	-	-	-
407	Researcher 資料蒐集員	-	-	2	-	10	4	-	-
408	Webpage Designer 網頁製作員	-	19	3	22	6	3	-	-
409	Webmaster 網主	-	3	2	3	2	2	-	-
465	Promoter 推廣員	-	20	-	-	-	-	-	-
<b>Sub-Total 小計</b>		-	<b>59</b>	<b>15</b>	<b>211</b>	<b>90</b>	<b>195</b>	-	-
<b>GRAND TOTAL 總計</b>		<b>11</b>	<b>880</b>	<b>977</b>	<b>432</b>	<b>136</b>	<b>576</b>	-	<b>93</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

Table 6.3

**Preferred Educational Level of MC Employees in  
News Department in Radio and Television Stations by Job Title**  
**表 6.3 電台及電視台新聞部大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
111	Vice President / Senior Vice President / Executive Director 副總裁／高級副總裁／執行董事	4	15	-	-	-	-	-	-
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監／副總監／助理總監／新聞經理	4	10	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>8</b>	<b>25</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
211	Executive News Editor 總採訪／策劃主任	-	37	-	-	-	-	-	-
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪／策劃主任	-	180	-	-	-	-	-	-
213	Managing Editor 編輯主任	-	29	-	-	-	-	-	-
214	Deputy Managing / Assistant Managing Editor 副編輯主任	-	18	-	-	-	-	-	-
215	Executive Producer 執行監製／製作主任	-	21	-	2	1	42	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>285</b>	<b>-</b>	<b>2</b>	<b>1</b>	<b>42</b>	<b>-</b>	<b>-</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
311	Senior Sub-editor / Sub-editor 高級編輯／編輯	-	120	-	3	-	-	-	-
312	News Reader / Announcer 新聞報告員	-	54	-	4	-	-	-	-
313	News Translator 新聞翻譯員	-	9	-	-	-	-	-	-
314	Senior Reporter / Reporter 高級記者／記者	-	318	-	6	-	45	-	-
315	Cameraman 電視攝影師	-	37	10	43	-	106	-	-
316	Senior Producer / Producer 高級監製／監製	-	69	42	4	-	99	-	-
317	Online Editor 網絡編輯	-	21	-	1	-	-	-	-
362	Visualiser 草稿製作員	-	-	2	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>628</b>	<b>54</b>	<b>61</b>	<b>-</b>	<b>250</b>	<b>-</b>	<b>-</b>

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	7	-	-	-	-	-
402	Typesetter 植字員	-	-	3	-	-	-	-	-
403	Layout Artist 排版員	-	-	10	-	-	-	-	-
408	Webpage Designer 網頁製作員	-	10	7	-	-	-	-	-
409	Webmaster 網主	-	-	2	-	-	-	-	-
411	Production Assistant / Technician 製作助理	-	28	11	143	2	46	115	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>38</b>	<b>40</b>	<b>143</b>	<b>2</b>	<b>46</b>	<b>115</b>	<b>-</b>
<b>GRAND TOTAL 總計</b>		<b>8</b>	<b>976</b>	<b>94</b>	<b>206</b>	<b>3</b>	<b>338</b>	<b>115</b>	<b>-</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。



**Table 6.4 Preferred Educational Level of MC Employees in News Agencies by Job Title**  
**表 6.4 新聞通訊社大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	3	-	-	-	-	-	3
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	4	-	-	-	-	-	-
103	News Director 新聞總監	-	1	-	-	-	-	-	-
<b>Sub-Total 小計</b>		-	8	-	-	-	-	-	3
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	7	-	-	-	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	22	-	-	-	-	-	5
205	Assignment Editor (Photography) 攝影主任	-	3	-	-	-	-	-	-
<b>Sub-Total 小計</b>		-	32	-	-	-	-	-	5
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	-	3	7	-	2	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	11	-	1	-	-	-	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	35	3	2	10	-	-	17
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	7	3	-	4	1	-	-
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	1	-	-	10	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	1	-	-	-	-	-
<b>Sub-Total 小計</b>		-	57	14	3	26	1	-	17
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	1	-	-	-	-	-
404	Proof-Reader 校對員	-	-	2	-	-	-	-	-
406	Librarian 資料室人員	-	-	-	-	-	-	-	1
408	Webpage Designer 網頁製作員	-	1	-	-	-	-	-	1
409	Webmaster 網主	-	-	-	-	2	-	-	-
<b>Sub-Total 小計</b>		-	1	3	-	2	-	-	2
<b>GRAND TOTAL 總計</b>		-	98	17	3	28	1	-	27

\* Including jobs with different titles but with similar functions.  
 包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
 註：數字因經統計處理可能有些微偏差。

**Table 6.5 Preferred Educational Level of MC Employees in Digital / New Media by Job Title**  
**表 6.5 數碼／新媒體大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b>									
<b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	1	-	-	-	-	-	1
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	1	-	-	-	-	-	-
103	News Director 新聞總監	-	1	-	-	-	-	-	-
<b>Sub-Total 小計</b>		-	3	-	-	-	-	-	1
<b>SUPERVISORY LEVEL</b>									
<b>督導級</b>									
201	Managing Editor 編輯主任	-	12	2	1	1	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	5	-	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	3	-	-	-	-	-	-
206	Editorial / Leader Writer 主筆	-	1	-	-	-	-	-	-
215	Executive Producer 執行監製／製作主任	-	-	4	-	-	-	-	-
<b>Sub-Total 小計</b>		-	21	6	1	1	-	-	-
<b>EDITORIAL / PRODUCTION LEVEL</b>									
<b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	-	6	-	-	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	3	-	1	-	-	-	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	14	9	2	4	-	-	-
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	-	2	2	-	-	-	-
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	1	-	-	-	-	-	-
306	Online Editor 網絡編輯	-	47	11	10	2	-	-	1
307	Senior Designer 資深（高級）美術設計員	-	-	8	-	-	1	-	-
308	Graphic Artist 正稿製作員	-	8	-	-	-	1	-	-
316	Senior Producer / Producer 高級監製／監製	-	-	14	-	-	-	-	-
<b>Sub-Total 小計</b>		-	79	44	15	6	2	-	1

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	8	-	-	-	-	2
407	Researcher 資料蒐集員	-	5	-	-	-	-	-	-
408	Webpage Designer 網頁製作員	-	48	12	11	2	-	-	1
409	Webmaster 網主	-	54	8	2	5	-	-	-
<i>Sub-Total 小計</i>		-	<b>107</b>	<b>28</b>	<b>13</b>	<b>7</b>	-	-	<b>3</b>
<b>GRAND TOTAL 總計</b>		-	<b>210</b>	<b>78</b>	<b>29</b>	<b>14</b>	<b>2</b>	-	<b>5</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 6.6 Preferred Educational Level of MC Employees in Public Relations Services Suppliers by Job Title**  
**表 6.6 公共關係服務供應商大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
131	Managing Director / General Manager 董事經理／總經理	19	97	10	-	-	-	-	18
132	Director of Client Services / Account Director 客戶服務總監	9	152	-	-	1	-	-	7
<b>Sub-Total 小計</b>		<b>28</b>	<b>249</b>	<b>10</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>25</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／公關顧問	1	324	7	-	26	51	-	16
232	Chief Editor / Editor 總編輯／編輯	1	31	-	-	-	5	-	-
233	Art Director 美術總監	-	17	6	1	-	-	-	-
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	2	-	-	-	-	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	2	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>2</b>	<b>376</b>	<b>13</b>	<b>1</b>	<b>26</b>	<b>56</b>	<b>-</b>	<b>16</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
331	Account Executive / PR Specialist / PR Officer / Press Officer 客戶服務主任／公共關係主任／新聞主任	-	410	30	36	72	44	-	35
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	28	2	4	-	-	-	-
333	Account Co-ordinator 客戶聯絡助理	-	82	30	10	46	50	-	7
334	Translator 翻譯員	-	16	3	-	-	-	-	-
335	Visualiser 美術製稿員	-	10	-	-	-	-	50	2
336	Graphic Artist 正稿製作員	-	25	4	28	-	-	25	-
337	Copy Writer 撰稿員	-	38	1	-	-	-	-	-
338	Research Assistant 市場調查助理	-	17	1	-	17	1	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>626</b>	<b>71</b>	<b>78</b>	<b>135</b>	<b>95</b>	<b>75</b>	<b>44</b>

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>EXECUTIONAL LEVEL 執行人員級</b>									
461	Designer 美術設計員	-	5	-	-	-	-	-	-
465	Promoter 推廣員	-	-	-	-	-	-	20	-
<b>Sub-Total 小計</b>		-	5	-	-	-	-	20	-
<b>GRAND TOTAL 總計</b>		30	1256	94	79	162	151	95	85

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註： 數字因經統計處理可能有些微偏差。

**Table 6.7 Preferred Educational Level of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title**  
**表 6.7 傳媒機構內的廣告／公共關係／市場部大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
181	Publisher / Managing Director / President 社長／董事經理／總裁	9	89	8	1	2	-	-	10
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President / Chief Operations Officer 總經理／副社長／副董事經理／副總裁／營運總監	2	67	5	-	-	-	-	6
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	-	142	6	3	-	-	-	2
184	Circulation / Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	19	3	-	-	-	-	5
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	57	-	-	-	-	-	3
186	Business Development Director 業務發展總監	-	31	-	1	1	-	-	1
187	Research Director 市場調查總監	-	4	-	-	-	-	-	-
188	Public Relations Director 公共關係總監	-	9	-	-	-	-	-	2
189	Art Director 美術總監	-	113	10	11	-	4	-	5
<b>Sub-Total 小計</b>		<b>11</b>	<b>531</b>	<b>32</b>	<b>16</b>	<b>3</b>	<b>4</b>	<b>-</b>	<b>34</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	412	62	17	6	31	-	12
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	84	18	5	1	-	-	7
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	5	151	14	3	5	14	-	4
284	Research Manager 市場調查經理	-	6	3	-	-	-	-	-
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	27	10	3	-	-	-	-
286	Public Relations Manager 公共關係經理	-	39	2	-	-	-	-	1
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	-	7	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>5</b>	<b>726</b>	<b>109</b>	<b>28</b>	<b>12</b>	<b>45</b>	<b>-</b>	<b>24</b>

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	-	306	133	183	32	53	5	52
382	Marketing Assistant / Executive 市場助理／主任	-	141	38	72	29	37	-	2
383	Research Assistant / Executive 市場調查助理／主任	-	52	8	11	4	-	-	-
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	-	141	23	40	14	44	3	5
385	Public Relations Assistant / Executive 公共關係助理／主任	-	46	1	14	8	-	-	4
<b>Sub-Total 小計</b>		-	<b>686</b>	<b>203</b>	<b>320</b>	<b>87</b>	<b>134</b>	<b>8</b>	<b>63</b>
<b>GRAND TOTAL 總計</b>		<b>16</b>	<b>1 943</b>	<b>344</b>	<b>364</b>	<b>102</b>	<b>183</b>	<b>8</b>	<b>121</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 6.8 Preferred Educational Level of MC Employees in Advertising Companies, Agencies and other Advertising Services by Job Title**  
**表 6.8 廣告業機構大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	2	-	-	-	-	-	-	-
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	2	-	-	-	-	-	-
161	Managing Director / General Manager 董事經理／總經理	36	158	16	14	6	56	-	28
162	Director of Client Services / Account Servicing 客戶服務總監	16	74	1	-	7	-	-	4
163	Group Account Director / Account Director 客戶總監	6	188	9	16	6	-	-	9
164	Director of Strategic Planning 品牌策劃總監	-	41	-	-	-	-	-	4
165	Executive Creative Director 執行創作總監	2	54	16	7	-	-	-	3
166	Creative Director 創作總監	-	101	21	55	-	-	-	7
167	Creative Group Head 創作主任	1	28	2	-	-	-	-	2
168	Head of TV Production 電視廣告製作主任	-	8	-	-	-	-	-	-
169	Media Planning Director 媒介策劃總監	1	31	-	-	-	-	-	1
170	Media Buying Director 媒介採購總監	1	8	3	-	-	-	-	-
171	Media Group Head / Group Director / Associate Director 媒介組主任／客戶總監／副總監	-	18	10	-	-	-	-	2
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	2	-	-	-	-	-	-
186	Business Development Director 業務發展總監	-	3	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>65</b>	<b>716</b>	<b>78</b>	<b>92</b>	<b>19</b>	<b>56</b>	<b>-</b>	<b>60</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
261	Associate Account Director / Account Manager 副客戶總監／客戶經理	56	800	85	188	101	131	-	75
262	Art Director 美術總監	-	493	98	243	27	3	-	27
263	Studio Manager 正稿製作經理	-	11	7	6	-	-	-	3
264	Production Manager 製作經理	-	60	32	46	2	12	-	5



Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
265	Traffic Manager 流程統籌經理	-	43	6	3	1	1	-	2
266	TV Producer 廣告製片	-	11	14	6	4	-	-	1
267	Media Planning Manager 媒介策劃經理	-	58	-	1	-	-	-	5
268	Media Buying Manager 媒介採購經理	-	30	11	-	-	-	-	-
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	23	3	4	-	-	-	2
270	Senior PR Consultant / PR Consultant 高級公關顧問／公關顧問	-	2	-	-	-	-	-	2
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	45	2	1	-	-	-	1
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	2	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>56</b>	<b>1 578</b>	<b>258</b>	<b>498</b>	<b>135</b>	<b>147</b>	<b>-</b>	<b>123</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	9	-	-	-	-	-
361	Account Executive 客戶主任	-	1 131	381	402	201	502	4	120
362	Visualiser 草稿製作員	-	59	30	183	-	29	-	51
363	Graphic Artist 正稿製作員	-	622	678	1 231	95	305	175	116
364	Copy Writer 撰稿員	-	138	26	34	18	28	-	61
365	Media Planner / Executive 媒介策劃員／媒介主任	-	110	84	42	11	15	-	14
366	Media Buyer 媒介採購員	-	29	48	-	3	35	-	6
367	Traffic Co-ordinator 流程統籌	-	15	13	43	5	65	-	3
368	Production Assistant 製作助理	-	13	37	91	43	90	12	11
369	Research Assistant 市場調查助理	-	5	11	40	3	22	-	-
370	Photographer 廣告攝影師	-	6	3	29	2	87	2	-
371	Online Editor 網絡編輯	-	54	27	16	24	2	-	-
382	Marketing Assistant / Executive 市場助理／主任	-	29	5	1	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>2 211</b>	<b>1 352</b>	<b>2 112</b>	<b>405</b>	<b>1 180</b>	<b>193</b>	<b>382</b>

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
402	Typesetter 植字員	-	-	-	-	-	4	-	-
404	Proof-Reader 校對員	-	-	-	-	-	1	-	-
461	Designer 美術設計員	-	20	118	526	17	158	-	16
462	Web Designer 網頁製作員	-	47	52	58	1	36	-	3
463	Webmaster 網主	-	1	7	95	26	-	-	2
464	Technician 技術員	-	3	2	4	-	43	41	-
465	Promoter 推廣員	-	-	-	-	-	-	28	-
<i>Sub-Total 小計</i>		-	71	179	683	44	242	69	21
<b>GRAND TOTAL 總計</b>		<b>121</b>	<b>4 576</b>	<b>1 867</b>	<b>3 385</b>	<b>603</b>	<b>1 625</b>	<b>262</b>	<b>586</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 6.9 Preferred Educational Level of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title**  
**表 6.9 公司或機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務總經理／總監／主管	24	119	-	-	-	-	-	10
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告／市場傳訊總經理／總監／主管	17	24	-	-	-	-	-	-
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場／產品開發／品牌推广總經理／總監／主管	15	32	-	-	-	-	-	21
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	10	160	-	-	1	-	-	40
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	78	-	-	-	-	-	11
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	10	126	-	7	-	-	-	35
147	Community Relations Manager 社區關係經理	-	10	-	-	-	-	-	5
148	Market Research Manager 市場調查經理	-	5	-	-	-	-	-	12
149	Publication Manager 出版經理	-	10	-	-	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	-	-	-	-	-	-	5
<b>Sub-Total 小計</b>		<b>76</b>	<b>564</b>	<b>-</b>	<b>7</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>139</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務助理經理／主任	-	363	30	-	1	-	-	15
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	-	228	10	-	-	-	-	16
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推广助理經理／主任	-	164	17	14	-	-	-	28

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級（續）</b>									
244	Assistant Manager for Publication 助理出版經理	5	10	-	-	-	-	-	20
245	Chief Editor / Editor 總編輯／編輯	-	62	-	-	-	-	-	-
246	TV Producer 廣告製片	-	30	-	-	-	-	-	-
262	Art Director 美術總監	-	6	-	-	-	-	-	-
263	Studio Manager 正稿製作經理	-	6	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>5</b>	<b>869</b>	<b>57</b>	<b>14</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>79</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務主任／助理	-	373	29	63	56	146	-	118
342	Officer / Assistant for Advertising / Marketing Communications 廣告／市場傳訊主任／助理	-	298	20	31	33	105	-	25
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣主任／助理	-	316	-	109	-	64	-	101
344	Officer/Assistant for Community Relations 社區關係主任／助理	-	-	-	-	-	-	-	42
345	Officer / Assistant for Market Research 市場調查主任／助理	-	75	-	-	-	-	-	-
346	Writer / Translator 撰稿／翻譯員	-	51	15	20	-	-	-	-
347	Officer / Assistant for Publication 出版主任／助理	-	21	4	30	5	-	-	-
348	Graphic Designer 廣告設計員	-	16	1	117	-	85	-	-
349	Photographer 攝影師	-	-	-	23	-	25	10	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>1 150</b>	<b>69</b>	<b>393</b>	<b>94</b>	<b>425</b>	<b>10</b>	<b>286</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
442	Webpage Producer 網頁製作員	-	2	-	38	1	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>2</b>	<b>-</b>	<b>38</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL 總計</b>		<b>81</b>	<b>2 585</b>	<b>126</b>	<b>452</b>	<b>97</b>	<b>425</b>	<b>10</b>	<b>504</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 7.1 Preferred Years of Relevant Experience of MC Employees in Newspapers by Job Title**

**表 7.1 報紙業機構大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	27	9	-	-	-	-	-	2
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	71	19	-	-	-	-	-	7
103	News Director 新聞總監	15	3	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>113</b>	<b>31</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>9</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	10	90	4	3	-	-	6
202	News / Assignment Editor 總採訪／採訪主任	-	45	196	-	-	-	-	4
203	International News Editor 國際新聞主任	-	1	10	25	-	-	-	1
204	China / National News Editor 中國新聞主任	1	3	4	25	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	3	24	-	-	-	-	2
206	Editorial / Leader Writer 主筆	1	2	43	10	-	-	-	-
<b>Sub-Total 小計</b>		<b>2</b>	<b>64</b>	<b>367</b>	<b>64</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>13</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面 編輯／版面編輯	-	-	70	212	159	-	-	91
302	Sub-editor / Copy Editor 文稿編輯	-	-	4	190	103	50	-	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	-	55	227	688	391	-	90
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	-	-	16	248	20	-	11
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	-	9	13	33	35	-	14
306	Online Editor 網絡編輯	-	-	-	-	20	18	-	1
307	Senior Designer 資深（高級）美術設計員	-	-	1	14	83	-	-	5
308	Graphic Artist 正稿製作員	-	-	-	-	17	13	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>139</b>	<b>672</b>	<b>1 351</b>	<b>527</b>	<b>-</b>	<b>212</b>

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	183	74	-	16
402	Typesetter 植字員	-	-	-	-	9	73	-	13
403	Layout Artist 排版員	-	-	-	-	218	99	-	12
404	Proof-Reader 校對員	-	-	-	9	55	48	-	20
405	Darkroom Person 黑房工作人員	-	3	-	-	-	3	-	-
406	Librarian 資料室人員	-	-	-	-	16	40	-	8
407	Researcher 資料蒐集員	-	-	-	-	21	15	-	2
408	Webpage Designer 網頁製作員	-	-	-	-	31	-	-	7
409	Webmaster 網主	-	-	-	2	4	-	-	-
<i>Sub-Total 小計</i>		-	3	-	11	537	352	-	78
<b>GRAND TOTAL 總計</b>		<b>115</b>	<b>98</b>	<b>506</b>	<b>747</b>	<b>1 891</b>	<b>879</b>	<b>-</b>	<b>312</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 7.2 Preferred Years of Relevant Experience of MC Employees in Magazines by Job Title**

**表 7.2 雜誌業機構大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	4	53	21	21	6	-	-	-
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	3	32	12	2	-	-	-	-
<b>Sub-Total 小計</b>		<b>7</b>	<b>85</b>	<b>33</b>	<b>23</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	7	12	37	86	51	9	5	9
202	News / Assignment Editor 總採訪／採訪主任	-	-	22	22	6	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	24	9	6	4	-	-
206	Editorial / Leader Writer 主筆	-	-	2	12	15	5	-	-
<b>Sub-Total 小計</b>		<b>7</b>	<b>12</b>	<b>85</b>	<b>129</b>	<b>78</b>	<b>18</b>	<b>5</b>	<b>9</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	-	-	7	175	181	49	39	10
302	Sub-editor / Copy Editor 文稿編輯	-	5	5	45	104	71	38	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	-	-	183	244	99	36	46
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	-	7	238	108	16	8	12
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	5	-	21	11	4	-	-
306	Online Editor 網絡編輯	-	-	-	5	11	15	-	-
307	Senior Designer 資深（高級）美術設計員	-	4	2	57	33	16	5	-
308	Graphic Artist 正稿製作員	-	-	-	36	32	18	8	16
364	Copy Writer 撰稿員	-	-	-	-	13	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>14</b>	<b>21</b>	<b>760</b>	<b>737</b>	<b>288</b>	<b>134</b>	<b>84</b>

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	146	138	15	-
402	Typesetter 植字員	-	-	-	-	22	4	-	-
403	Layout Artist 排版員	-	-	4	-	29	35	4	-
404	Proof-Reader 校對員	-	-	5	4	22	38	-	-
406	Librarian 資料室人員	-	-	-	-	3	-	-	-
407	Researcher 資料蒐集員	-	-	-	-	10	4	2	-
408	Webpage Designer 網頁製作員	-	-	5	1	30	17	-	-
409	Webmaster 網主	-	-	-	1	8	3	-	-
465	Promoter 推廣員	-	-	-	-	-	-	20	-
<i>Sub-Total 小計</i>		-	-	14	6	270	239	41	-
<b>GRAND TOTAL 總計</b>		14	111	153	918	1 091	545	180	93

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。



**Table 7.3 Preferred Years of Relevant Experience of MC Employees in News Department in Radio / TV Stations by Job Title**  
**表 7.3 電台及電視台大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
111	Vice President / Senior Vice President / Executive Director 副總裁／高級副總裁／執行董事	7	8	1	-	-	-	-	3
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監／副總監／助理總監／新聞經理	5	4	1	-	-	-	-	4
<b>Sub-Total 小計</b>		<b>12</b>	<b>12</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>7</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
211	Executive News Editor 總採訪／策劃主任	6	14	1	-	6	-	-	10
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪／策劃主任	6	160	8	-	-	-	-	6
213	Managing Editor 編輯主任	4	1	9	5	6	-	-	4
214	Deputy Managing / Assistant Managing Editor 副編輯主任	6	-	8	-	4	-	-	-
215	Executive Producer 執行監製／製作主任	42	4	4	14	-	-	-	2
<b>Sub-Total 小計</b>		<b>64</b>	<b>179</b>	<b>30</b>	<b>19</b>	<b>16</b>	<b>-</b>	<b>-</b>	<b>22</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
311	Senior Sub-editor/ Sub-editor 高級編輯／編輯	-	40	12	14	22	-	-	35
312	News Reader / Announcer 新聞報告員	-	-	-	20	12	13	-	13
313	News Translator 新聞翻譯員	-	-	1	5	-	3	-	-
314	Senior Reporter / Reporter 高級記者／記者	-	-	72	82	34	121	-	60
315	Cameraman 電視攝影師	-	-	65	71	6	11	-	43
316	Senior Producer/Producer 高級監製／監製	-	-	99	27	68	1	-	19
317	Online Editor 網絡編輯	-	-	-	20	2	-	-	-
362	Visualiser 草稿製作員	-	-	-	2	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>40</b>	<b>249</b>	<b>241</b>	<b>144</b>	<b>149</b>	<b>-</b>	<b>170</b>

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	7	-	-	-
402	Typesetter 植字員	-	-	-	-	3	-	-	-
403	Layout Artist 排版員	-	-	-	-	10	-	-	-
408	Webpage Designer 網頁製作員	-	-	-	-	17	-	-	-
409	Webmaster 網主	-	-	-	-	2	-	-	-
411	Production Assistant / Technician 製作助理	-	-	-	40	57	180	5	63
<b>Sub-Total 小計</b>		-	-	-	<b>40</b>	<b>96</b>	<b>180</b>	<b>5</b>	<b>63</b>
<b>GRAND TOTAL 總計</b>		<b>76</b>	<b>231</b>	<b>281</b>	<b>300</b>	<b>256</b>	<b>329</b>	<b>5</b>	<b>262</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 7.4 Preferred Years of Relevant Experience of MC Employees in News Agencies by Job Title**  
**表 7.4 新聞通訊社大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	1	2	-	-	-	-	-	3
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	2	2	-	-	-	-	-
103	News Director 新聞總監	1	-	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>2</b>	<b>4</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	3	1	2	1	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	1	5	8	7	1	-	-	5
205	Assignment Editor (Photography) 攝影主任	-	-	-	3	-	-	-	-
<b>Sub-Total 小計</b>		<b>1</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面 編輯／版面編輯	-	-	9	2	-	1	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	1	-	-	4	7	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	2	2	5	27	7	7	17
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	-	2	-	5	3	5	-
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	1	10	-	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	-	1	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>3</b>	<b>24</b>	<b>7</b>	<b>33</b>	<b>15</b>	<b>19</b>	<b>17</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	-	1	-	-
404	Proof-Reader 校對員	-	-	-	-	-	-	2	-
406	Librarian 資料室人員	-	-	-	-	-	-	-	1
408	Webpage Designer 網頁製作員	-	-	-	-	-	1	-	1
409	Webmaster 網主	-	-	2	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>GRAND TOTAL 總計</b>		<b>3</b>	<b>15</b>	<b>37</b>	<b>19</b>	<b>35</b>	<b>17</b>	<b>21</b>	<b>27</b>

\* Including jobs with different titles but with similar functions.  
 包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
 註：數字因經統計處理可能有些微偏差。

**Table 7.5 Preferred Years of Relevant Experience of MC Employees in Digital / New Media by Job Title**  
**表 7.5 數碼／新媒體大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	1	-	-	-	-	-	1
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	1	-	-	-	-	-	-
103	News Director 新聞總監	1	-	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>1</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	-	1	13	1	1	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	5	-	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	2	-	-	1	-	-	-
206	Editorial / Leader Writer 主筆	-	-	1	-	-	-	-	-
215	Executive Producer 執行監製／製作主任	-	-	-	4	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>7</b>	<b>2</b>	<b>17</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	-	-	-	6	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	-	3	1	-	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	-	-	5	10	14	-	-
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	-	-	1	1	2	-	-
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	-	-	-	-	1	-	-
306	Online Editor 網絡編輯	-	-	-	36	22	5	7	1
307	Senior Designer 資深（高級）美術設計員	-	-	-	-	8	1	-	-
308	Graphic Artist 正稿製作員	-	-	8	-	-	1	-	-
316	Senior Producer / Producer 高級監製／監製	-	-	-	-	14	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>8</b>	<b>48</b>	<b>58</b>	<b>25</b>	<b>7</b>	<b>1</b>

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	8	-	-	2
407	Researcher 資料蒐集員	-	-	-	-	5	-	-	-
408	Webpage Designer 網頁製作員	-	-	35	4	26	4	-	5
409	Webmaster 網主	-	-	12	1	50	6	-	-
<b>Sub-Total 小計</b>		-	-	47	5	89	10	-	7
<b>GRAND TOTAL 總計</b>		1	9	57	70	149	36	7	9

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註： 數字因經統計處理可能有些微偏差。

**Table 7.6 Preferred Years of Relevant Experience of MC Employees in Public Relations Services Suppliers by Job Title**  
**表 7.6 公共關係服務供應商大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
131	Managing Director / General Manager 董事經理／總經理	25	48	41	8	2	-	-	20
132	Director of Client Services / Account Director 客戶服務總監	8	46	58	30	20	-	-	7
<b>Sub-Total 小計</b>		<b>33</b>	<b>94</b>	<b>99</b>	<b>38</b>	<b>22</b>	<b>-</b>	<b>-</b>	<b>27</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／公關顧問	-	69	57	169	101	-	5	24
232	Chief Editor / Editor 總編輯／編輯	-	21	-	6	9	1	-	-
233	Art Director 美術總監	-	-	20	3	1	-	-	-
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	-	-	-	2	-	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	-	-	2	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>90</b>	<b>77</b>	<b>178</b>	<b>115</b>	<b>1</b>	<b>5</b>	<b>24</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
331	Account Executive / PR Specialist / PR Officer / Press Officer 客戶服務主任／公共關係主任／新聞主任	-	15	28	69	263	163	35	54
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	-	-	24	10	-	-
333	Account Co-ordinator 客戶聯絡助理	-	-	-	15	48	43	113	6
334	Translator 翻譯員	-	-	-	-	10	6	3	-
335	Visualiser 美術製稿員	-	-	-	55	5	2	-	-
336	Graphic Artist 正稿製作員	-	15	-	25	21	20	-	1
337	Copy Writer 撰稿員	-	-	-	12	1	16	10	-
338	Research Assistant 市場調查助理	-	-	-	-	1	35	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>30</b>	<b>28</b>	<b>176</b>	<b>373</b>	<b>295</b>	<b>161</b>	<b>61</b>

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
461	Designer 美術設計員	-	-	-	-	-	-	-	5
465	Promoter 推廣員	-	-	-	-	-	-	20	-
<i>Sub-Total 小計</i>		-	-	-	-	-	-	20	5
<b>Grand Total 總計</b>		<b>33</b>	<b>214</b>	<b>204</b>	<b>392</b>	<b>510</b>	<b>296</b>	<b>186</b>	<b>117</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註： 數字因經統計處理可能有些微偏差。

**Table 7.7 Preferred Years of Relevant Experience of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title**  
**表 7.7 傳媒機構內廣告／公共關係／市場部大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
181	Publisher / Managing Director / President 社長／董事經理／總裁	26	37	17	14	9	7	-	9
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President / Chief Operations Officer 總經理／副社長／副董事經理／副總裁／營運總監	19	35	8	5	4	-	-	9
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	18	94	21	5	11	-	-	4
184	Circulation / Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	17	1	3	3	2	-	1
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	4	34	8	3	5	2	-	4
186	Business Development Director 業務發展總監	-	15	13	-	1	3	-	2
187	Research Director 市場調查總監	1	1	-	2	-	-	-	-
188	Public Relations Director 公共關係總監	3	3	-	2	-	-	-	3
189	Art Director 美術總監	-	101	25	4	5	2	-	6
<b>Sub-Total 小計</b>		<b>71</b>	<b>337</b>	<b>93</b>	<b>38</b>	<b>38</b>	<b>16</b>	<b>-</b>	<b>38</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	16	36	236	133	84	5	-	30
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	6	55	26	15	6	-	7
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	2	17	67	58	29	15	-	8
284	Research Manager 市場調查經理	1	-	5	3	-	-	-	-
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	11	-	13	6	9	-	-	1
286	Public Relations Manager 公共關係經理	5	8	8	6	11	-	-	4
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	-	-	1	6	-	-	-	-
<b>Sub-Total 小計</b>		<b>35</b>	<b>67</b>	<b>385</b>	<b>238</b>	<b>148</b>	<b>26</b>	<b>-</b>	<b>50</b>



Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	-	-	47	99	380	131	31	76
382	Marketing Assistant / Executive 市場助理／主任	-	-	10	27	180	60	29	13
383	Research Assistant / Executive 市場調查助理／主任	-	-	-	20	43	5	3	4
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	-	-	5	6	183	53	10	13
385	Public Relations Assistant / Executive 公共關係助理／主任	-	-	8	15	24	-	18	8
<b>Sub-Total 小計</b>		-	-	70	167	810	249	91	114
<b>GRAND TOTAL 總計</b>		106	404	548	443	996	291	91	202

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 7.8 Preferred Years of Relevant Experience of MC Employees in Advertising Companies, Agencies and other Advertising Services by Job Title**  
**表 7.8 廣告業機構大眾傳播僱員宜有的相關年資**

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	2	-	-	-	-	-	-
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	2	-	-	-	-	-	-
161	Managing Director / General Manager 董事經理／總經理	45	117	45	74	7	-	-	26
162	Director of Client Services / Account Servicing 客戶服務總監	21	41	11	12	-	-	-	17
163	Group Account Director / Account Director 客戶總監	21	121	49	18	2	-	-	23
164	Director of Strategic Planning 品牌策劃總監	4	11	1	-	25	-	-	4
165	Executive Creative Director 執行創作總監	26	31	8	12	1	-	-	4
166	Creative Director 創作總監	7	53	77	32	1	-	-	14
167	Creative Group Head 創作主任	1	13	8	8	1	-	-	2
168	Head of TV Production 電視廣告製作主任	1	5	2	-	-	-	-	-
169	Media Planning Director 媒介策劃總監	4	17	3	3	5	-	-	1
170	Media Buying Director 媒介採購總監	-	12	-	-	-	-	-	-
171	Media Group Head / Group Director / Associate Director 媒介組主任／客戶總監／副總監	-	4	5	11	8	-	-	2
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	1	-	1	-	-	-	-
186	Business Development Director 業務發展總監	-	-	3	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>130</b>	<b>430</b>	<b>212</b>	<b>171</b>	<b>50</b>	<b>-</b>	<b>-</b>	<b>93</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
261	Associate Account Director / Account Manager 副客戶總監／客戶經理	43	187	302	495	279	40	-	90
262	Art Director 美術總監	10	135	227	262	207	-	-	50
263	Studio Manager 正稿製作經理	-	1	10	11	1	-	-	4
264	Production Manager 製作經理	-	28	44	28	23	29	-	5

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
265	Traffic Manager 流程統籌經理	1	-	7	9	24	-	-	15
266	TV Producer 廣告製片	-	2	10	3	20	-	-	1
267	Media Planning Manager 媒介策劃經理	-	1	45	5	8	-	-	5
268	Media Buying Manager 媒介採購經理	-	-	29	12	-	-	-	-
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	-	7	19	4	-	-	2
270	Senior PR Consultant / PR Consultant 高級公關顧問／公關顧問	-	-	-	-	2	-	-	2
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	1	1	18	6	22	-	-	1
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	-	2	-	-	-	-
<b>Sub-Total 小計</b>		<b>55</b>	<b>355</b>	<b>699</b>	<b>852</b>	<b>590</b>	<b>69</b>	<b>-</b>	<b>175</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	-	9	-	-	-	-
361	Account Executive 客戶主任	-	55	309	533	1 054	445	213	132
362	Visualiser 草稿製作員	-	49	24	28	155	61	-	35
363	Graphic Artist 正稿製作員	-	182	99	231	1 312	876	366	156
364	Copy Writer 撰稿員	-	51	1	37	112	19	9	76
365	Media Planner / Executive 媒介策劃員／媒介主任	-	7	29	37	158	24	7	14
366	Media Buyer 媒介採購員	-	-	-	18	65	27	5	6
367	Traffic Co-ordinator 流程統籌	-	-	-	13	94	30	4	3
368	Production Assistant 製作助理	-	1	7	42	59	170	7	11
369	Research Assistant 市場調查助理	-	-	-	8	7	64	2	-
370	Photographer 廣告攝影師	-	-	-	28	17	82	2	-
371	Online Editor 網絡編輯	-	-	3	1	86	25	7	1
382	Marketing Assistant / Executive 市場助理／主任	-	-	-	5	4	1	25	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>345</b>	<b>472</b>	<b>990</b>	<b>3 123</b>	<b>1 824</b>	<b>647</b>	<b>434</b>

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
402	Typesetter 植字員	-	-	-	-	-	4	-	-
404	Proof-Reader 校對員	-	-	-	-	-	1	-	-
461	Designer 美術設計員	-	-	7	81	283	313	114	57
462	Web Designer 網頁製作員	-	-	-	25	63	55	36	18
463	Webmaster 網主	-	-	-	1	121	7	-	2
464	Technician 技術員	-	-	4	-	43	39	7	-
465	Promoter 推廣員	-	-	-	-	-	25	3	-
<b>Sub-Total 小計</b>		-	-	11	107	510	444	160	77
<b>GRAND TOTAL 總計</b>		185	1 130	1 394	2 120	4 273	2 337	807	779

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 7.9 Preferred Years of Relevant Experience of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title**

**表 7.9 公司或機構內企業傳訊／公共關係／廣告／市場部  
大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務總經理／總監／主管	44	41	21	26	-	-	-	21
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告／市場傳訊總經理／總監／主管	17	-	23	-	-	-	-	1
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣總經理／總監／主管	-	23	16	7	-	-	-	22
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	64	47	15	8	-	-	77
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	7	-	28	30	-	-	-	24
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	39	44	35	25	-	-	35
147	Community Relations Manager 社區關係經理	-	-	-	-	10	-	-	5
148	Market Research Manager 市場調查經理	-	5	-	-	-	-	-	12
149	Publication Manager 出版經理	-	-	5	5	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	-	-	-	-	-	-	5
<b>Sub-Total 小計</b>		<b>68</b>	<b>172</b>	<b>184</b>	<b>118</b>	<b>43</b>	<b>-</b>	<b>-</b>	<b>202</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務助理經理／主任	-	5	50	162	99	30	-	63
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	-	-	29	152	57	-	-	16
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣助理經理／主任	-	14	12	81	86	-	-	30
244	Assistant Manager for Publication 助理出版經理	-	5	-	5	-	-	-	25

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>SUPERVISORY LEVEL (CONTINUED)</b> <b>主任級 (續)</b>									
245	Chief Editor / Editor 總編輯／編輯	-	-	15	26	20	1	-	-
246	TV Producer 廣告製片	-	-	-	-	30	-	-	-
262	Art Director 美術總監	-	-	-	-	6	-	-	-
263	Studio Manager 正稿製作經理	-	-	-	-	6	-	-	-
<b>Sub-Total 小計</b>		-	24	106	426	304	31	-	134
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務主任／助理	-	-	-	38	436	109	-	202
342	Officer / Assistant for Advertising / Marketing Communications 廣告／市場傳訊主任／助理	-	-	-	40	150	252	45	25
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣主任／助理	-	-	-	61	212	216	-	101
344	Officer/Assistant for Community Relations 社區關係主任／助理	-	-	-	-	-	-	-	42
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	-	-	75	-	-	-
346	Writer / Translator 撰稿／翻譯員	-	-	-	5	66	15	-	-
347	Officer / Assistant for Publication 出版主任／助理	-	-	-	-	35	20	-	5
348	Graphic Designer 廣告設計員	-	-	64	-	132	23	-	-
349	Photographer 攝影師	-	-	25	-	13	10	10	-
<b>Sub-Total 小計</b>		-	-	89	144	1 119	645	55	375
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
442	Web Designer 網頁製作員	-	-	-	5	9	27	-	-
<b>Sub-Total 小計</b>		-	-	-	5	9	27	-	-
<b>Grand Total 總計</b>		68	196	379	693	1 475	703	55	711

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 8.1 Average Monthly Income Range of MC Employees  
in Newspapers by Job Title**

**表 8.1 報紙業機構大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	-	-	-	6	20	8	4
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	-	-	-	86	1	10
103	News Director 新聞總監	-	-	-	-	-	18	-	-
<b>Sub-Total 小計</b>		-	-	-	-	<b>6</b>	<b>124</b>	<b>9</b>	<b>14</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	1	3	14	87	-	-	8
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	35	204	-	-	6
203	International News Editor 國際新聞主任	-	-	-	31	5	-	-	1
204	China / National News Editor 中國新聞主任	-	-	-	1	30	-	-	2
205	Assignment Editor (Photography) 攝影主任	-	-	-	19	8	-	-	2
206	Editorial / Leader Writer 主筆	-	-	-	52	3	1	-	-
<b>Sub-Total 小計</b>		-	<b>1</b>	<b>3</b>	<b>152</b>	<b>337</b>	<b>1</b>	<b>-</b>	<b>19</b>
<b>EDITORIAL / PRODUCTION L LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面 編輯／版面編輯	-	1	206	184	35	-	-	106
302	Sub-editor / Copy Editor 文稿編輯	2	4	314	10	-	-	-	17
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	-	1 194	141	-	-	-	116
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	-	230	53	-	-	-	12
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	-	46	44	-	-	-	14
306	Online Editor 網絡編輯	-	-	36	-	-	-	-	3
307	Senior Designer 資深（高級）美術設計員	-	-	74	24	-	-	-	5
308	Graphic Artist 正稿製作員	-	-	24	6	-	-	-	-
<b>Sub-Total 小計</b>		<b>2</b>	<b>5</b>	<b>2 124</b>	<b>462</b>	<b>35</b>	<b>-</b>	<b>-</b>	<b>273</b>

Job Code 職務編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	11	245	-	-	-	-	17
402	Typesetter 植字員	-	9	73	-	-	-	-	13
403	Layout Artist 排版員	2	213	100	-	-	-	-	14
404	Proof-Reader 校對員	-	109	3	-	-	-	-	20
405	Darkroom Person 黑房工作人員	-	-	3	-	3	-	-	-
406	Librarian 資料室人員	-	40	16	-	-	-	-	8
407	Researcher 資料蒐集員	-	21	15	-	-	-	-	2
408	Webpage Designer 網頁製作員	-	21	9	-	-	-	-	8
409	Webmaster 網主	-	-	3	-	2	-	-	1
<b>Sub-Total 小計</b>		<b>2</b>	<b>424</b>	<b>467</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>83</b>
<b>GRAND TOTAL 總計</b>		<b>4</b>	<b>430</b>	<b>2 594</b>	<b>614</b>	<b>383</b>	<b>125</b>	<b>9</b>	<b>389</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。



**Table 8.2 Average Monthly Income Range of MC Employees  
in Magazines by Job Title**  
**表 8.2 雜誌業機構大眾傳播僱員平均每月收入幅度**

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經 理 級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	-	11	32	13	21	11	17
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	-	4	10	3	21	11
<b>Sub-Total 小計</b>		-	-	<b>11</b>	<b>36</b>	<b>23</b>	<b>24</b>	<b>32</b>	<b>28</b>
<b>SUPERVISORY LEVEL</b> <b>督 導 級</b>									
201	Managing Editor 編輯主任	-	14	63	51	32	-	-	56
202	News / Assignment Editor 總採訪／採訪主任	-	10	19	2	15	-	-	4
205	Assignment Editor (Photography) 攝影主任	-	-	4	16	15	-	-	8
206	Editorial / Leader Writer 主筆	-	5	17	4	-	2	-	6
<b>Sub-Total 小計</b>		-	<b>29</b>	<b>103</b>	<b>73</b>	<b>62</b>	<b>2</b>	-	<b>74</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面 編輯／版面編輯	58	19	158	60	52	-	-	114
302	Sub-editor / Copy Editor 文稿編輯	55	76	80	25	-	-	-	32
303	Senior Reporter / Reporter 資深（高級）記者／記者	125	86	101	122	-	-	-	174
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	18	43	94	163	-	-	-	71
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	21	5	6	-	5	-	-	4
306	Online Editor 網絡編輯	-	2	9	12	-	-	-	8
307	Senior Designer 資深（高級）美術設計員	-	21	30	44	-	-	-	22
308	Graphic Artist 正稿製作員	-	48	38	-	-	-	-	24
364	Copy Writer 撰稿員	-	-	2	-	-	-	-	11
<b>Sub-Total 小計</b>		<b>277</b>	<b>300</b>	<b>518</b>	<b>426</b>	<b>57</b>	-	-	<b>460</b>

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	26	139	87	1	-	-	-	46
402	Typesetter 植字員	-	7	16	-	-	-	-	3
403	Layout Artist 排版員	19	18	29	-	-	-	-	6
404	Proof-Reader 校對員	20	28	16	-	-	-	-	5
406	Librarian 資料室人員	-	-	3	-	-	-	-	-
407	Researcher 資料蒐集員	-	4	10	-	-	-	-	2
408	Webpage Designer 網頁製作員	12	19	18	-	-	-	-	4
409	Webmaster 網主	-	2	5	3	1	-	-	1
465	Promoter 推廣員	20	-	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>97</b>	<b>217</b>	<b>184</b>	<b>4</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>67</b>
<b>GRAND TOTAL 總計</b>		<b>374</b>	<b>546</b>	<b>816</b>	<b>539</b>	<b>143</b>	<b>26</b>	<b>32</b>	<b>629</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 8.3 Average Monthly Income Range of MC Employees in News Department in Radio / TV Stations by Job Title**  
**表 8.3 電台及電視台大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
111	Vice President / Senior Vice President / Executive Director 副總裁／高級副總裁／執行董事	-	-	-	-	1	2	8	8
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監／副總監／助理總監／新聞經理	-	-	-	-	3	6	3	2
<b>Sub-Total 小計</b>		-	-	-	-	<b>4</b>	<b>8</b>	<b>11</b>	<b>10</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
211	Executive News Editor 總採訪／策劃主任	-	-	-	15	1	15	-	6
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪／策劃主任	-	-	-	160	12	8	-	-
213	Managing Editor 編輯主任	-	-	-	-	1	16	-	12
214	Deputy Managing / Assistant Managing Editor 副編輯主任	-	-	-	-	8	6	-	4
215	Executive Producer 執行監製／製作主任	-	-	-	2	48	-	-	16
<b>Sub-Total 小計</b>		-	-	-	<b>177</b>	<b>70</b>	<b>45</b>	-	<b>38</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
311	Senior Sub-editor/ Sub-editor 高級編輯／編輯	-	-	-	90	14	-	-	19
312	News Reader / Announcer 新聞報告員	-	-	29	25	-	-	-	4
313	News Translator 新聞翻譯員	-	-	5	3	-	-	-	1
314	Senior Reporter / Reporter 高級記者／記者	-	45	152	132	-	-	-	40
315	Cameraman 電視攝影師	-	-	98	94	-	-	-	4
316	Senior Producer/Producer 高級監製／監製	-	-	104	38	-	-	-	72
317	Online Editor 網絡編輯	-	-	20	1	-	-	-	1
362	Visualiser 草稿製作員	-	-	2	-	-	-	-	-
<b>Sub-Total 小計</b>		-	<b>45</b>	<b>410</b>	<b>383</b>	<b>14</b>	-	-	<b>141</b>

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	-	-	-	7
402	Typesetter 植字員	-	-	-	-	-	-	-	3
403	Layout Artist 排版員	-	-	-	-	-	-	-	10
408	Webpage Designer 網頁製作員	-	-	10	-	-	-	-	7
409	Webmaster 網主	-	-	-	-	-	-	-	2
411	Production Assistant / Technician 製作助理	10	49	246	-	-	-	-	40
<b>Sub-Total 小計</b>		<b>10</b>	<b>49</b>	<b>256</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>69</b>
<b>GRAND TOTAL 總計</b>		<b>10</b>	<b>94</b>	<b>666</b>	<b>560</b>	<b>88</b>	<b>53</b>	<b>11</b>	<b>258</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 8.4 Average Monthly Income Range of MC Employees in News Agencies by Job Title**  
**表 8.4 新聞通訊社大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經 理 級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	-	-	2	-	-	1	3
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	2	2	-	-	-	-
103	News Director 新聞總監	-	-	-	-	-	-	1	-
<b>Sub-Total 小計</b>		-	-	2	4	-	-	2	3
<b>SUPERVISORY LEVEL</b> <b>督 導 級</b>									
201	Managing Editor 編輯主任	-	1	2	-	3	-	-	1
202	News / Assignment Editor 總採訪／採訪主任	-	1	11	-	6	1	-	8
205	Assignment Editor (Photography) 攝影主任	-	-	3	-	-	-	-	-
<b>Sub-Total 小計</b>		-	2	16	-	9	1	-	9
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	-	3	7	2	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	1	10	1	-	-	-	-	-
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	2	20	19	6	-	-	-	20
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／攝影記者	1	8	2	-	2	-	-	2
305	Senior Translator / Translator 資深 (高級) 翻譯員／翻譯員	-	10	-	1	-	-	-	-
307	Senior Designer 資深 (高級) 美術設計員	-	1	-	-	-	-	-	-
<b>Sub-Total 小計</b>		4	52	29	9	2	-	-	22
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	1	-	-	-	-	-	-	-
404	Proof-Reader 校對員	2	-	-	-	-	-	-	-
406	Librarian 資料室人員	-	-	-	-	-	-	-	1
408	Webpage Designer 網頁製作員	-	1	-	-	-	-	-	1
409	Webmaster 網主	-	2	-	-	-	-	-	-
<b>Sub-Total 小計</b>		3	3	-	-	-	-	-	2
<b>GRAND TOTAL 總計</b>		7	57	47	13	11	1	2	36

\* Including jobs with different titles but with similar functions.  
 包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
 註：數字因經統計處理可能有些微偏差。

**Table 8.5 Average Monthly Income Range of MC Employees in Digital / New Media by Job Title**  
**表 8.5 數碼／新媒體大眾傳播僱員平均每月收入幅度**

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	-	-	-	-	1	-	1
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	-	-	1	-	-	-
103	News Director 新聞總監	-	-	-	-	-	1	-	-
<b>Sub-Total 小計</b>		-	-	-	-	1	2	-	1
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	-	3	1	-	-	-	12
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	5	-	-	-	-
204	China / National News Editor 中國新聞主任	-	-	-	1	2	-	-	-
206	Editorial / Leader Writer 主筆	-	-	-	1	-	-	-	-
215	Executive Producer 執行監製／製作主任	-	-	-	4	-	-	-	-
<b>Sub-Total 小計</b>		-	-	3	12	2	-	-	12
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Layout Editor / Layout Editor 資深（高級）版面編輯／版面編輯	-	-	-	6	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	1	2	1	-	-	-	-	-
303	Senior Reporter / Reporter 資深（高級）記者／記者	-	10	17	-	-	-	-	2
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／攝影記者	-	-	4	-	-	-	-	-
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	-	1	-	-	-	-	-	-
306	Online Editor 網絡編輯	4	9	18	35	-	-	-	5
307	Senior Designer 資深（高級）美術設計員	-	-	1	8	-	-	-	-
308	Graphic Artist 正稿製作員	-	1	8	-	-	-	-	-
316	Senior Producer / Producer 高級監製／監製	-	-	14	-	-	-	-	-
<b>Sub-Total 小計</b>		5	23	63	49	-	-	-	7

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	8	-	-	-	-	2
407	Researcher 資料蒐集員	-	-	5	-	-	-	-	-
408	Webpage Designer 網頁製作員	-	6	15	40	-	-	-	13
409	Webmaster 網主	-	15	10	12	-	-	-	32
<b>Sub-Total 小計</b>		-	21	38	52	-	-	-	47
<b>GRAND TOTAL 總計</b>		5	44	104	113	3	2	-	67

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 8.6 Average Monthly Income Range of MC Employees in Public Relations Services Suppliers by Job Title**  
**表 8.6 公共關係服務供應商大眾傳播僱員平均每月收入幅度**

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
131	Managing Director / General Manager 董事經理／總經理	-	-	10	7	21	22	29	55
132	Director of Client Services / Account Director 客戶服務總監	-	-	3	6	40	29	38	53
<b>Sub-Total 小計</b>		-	-	13	13	61	51	67	108
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／公關顧問	-	38	79	101	116	11	-	80
232	Chief Editor / Editor 總編輯／編輯	-	-	12	17	2	1	-	5
233	Art Director 美術總監	-	-	5	15	-	-	-	4
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	-	-	-	-	-	-	2
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	2	-	-	-	-	-	-
<b>Sub-Total 小計</b>		-	40	96	133	118	12	-	91
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
331	Account Executive / PR Specialist / PR Officer / Press Officer 客戶服務主任／公共關係主任／新聞主任	29	92	301	49	12	-	-	144
332	Multimedia / IT Manager 多媒體／資訊科技經理	20	4	3	-	-	-	-	7
333	Account Co-ordinator 客戶聯絡助理	65	74	40	-	10	-	-	36
334	Translator 翻譯員	-	5	9	3	-	-	-	2
335	Visualiser 美術製稿員	-	2	5	5	-	-	-	50
336	Graphic Artist 正稿製作員	17	5	24	-	1	-	-	35
337	Copy Writer 撰稿員	15	5	4	1	-	-	-	14
338	Research Assistant 市場調查助理	11	5	1	-	-	-	-	19
<b>Sub-Total 小計</b>		157	192	387	58	23	-	-	307



Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
461	Designer 美術設計員	-	-	-	-	-	-	-	5
465	Promoter 推廣員	20	-	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>Grand Total 總計</b>		<b>177</b>	<b>232</b>	<b>496</b>	<b>204</b>	<b>202</b>	<b>63</b>	<b>67</b>	<b>511</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註： 數字因經統計處理可能有些微偏差。

**Table 8.7 Average Monthly Income Range of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title**  
**表 8.7 傳媒機構內廣告／公共關係／市場部大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
181	Publisher / Managing Director / President 社長／董事經理／總裁	-	-	5	21	16	15	31	31
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President / Chief Operations Officer 總經理／副社長／副董事經理／副總裁／營運總監	-	-	2	4	21	12	22	19
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	-	-	2	11	83	17	13	27
184	Circulation / Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	-	-	1	11	6	2	7
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	3	12	23	2	20
186	Business Development Director 業務發展總監	-	-	1	3	13	11	-	6
187	Research Director 市場調查總監	-	-	-	-	-	3	-	1
188	Public Relations Director 公共關係總監	-	-	-	-	1	4	1	5
189	Art Director 美術總監	-	-	4	34	64	15	-	26
<b>Sub-Total 小計</b>		-	-	<b>14</b>	<b>77</b>	<b>221</b>	<b>106</b>	<b>71</b>	<b>142</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	5	232	127	51	31	-	94
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	10	26	49	6	-	-	24
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	30	88	18	-	-	60
284	Research Manager 市場調查經理	-	-	1	3	1	-	-	4
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	-	7	27	1	-	-	5
286	Public Relations Manager 公共關係經理	-	-	8	19	5	-	-	10
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	-	-	6	-	-	-	-	1
<b>Sub-Total 小計</b>		-	<b>15</b>	<b>310</b>	<b>313</b>	<b>82</b>	<b>31</b>	-	<b>198</b>

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	-	102	328	19	46	-	-	269
382	Marketing Assistant / Executive 市場助理／主任	22	73	173	3	-	-	-	48
383	Research Assistant / Executive 市場調查助理／主任	-	3	41	10	-	-	-	21
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	5	56	151	-	-	-	-	58
385	Public Relations Assistant / Executive 公共關係助理／主任	10	9	44	-	-	-	-	10
<b>Sub-Total 小計</b>		<b>37</b>	<b>243</b>	<b>737</b>	<b>32</b>	<b>46</b>	<b>-</b>	<b>-</b>	<b>406</b>
<b>GRAND TOTAL 總計</b>		<b>37</b>	<b>258</b>	<b>1 061</b>	<b>422</b>	<b>349</b>	<b>137</b>	<b>71</b>	<b>746</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 8.8**                      **Average Monthly Income Range of MC Employees in**  
**表 8.8**                              **Advertising Companies, Agencies and other Advertising Services by Job Title**  
   **廣告業機構大眾傳播僱員平均每月收入幅度**

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	-	-	-	2	-	-	-
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	-	-	2	-	-	-
161	Managing Director / General Manager 董事經理／總經理	-	25	46	69	31	25	35	83
162	Director of Client Services / Account Servicing 客戶服務總監	-	-	-	5	12	10	37	38
163	Group Account Director / Account Director 客戶總監	-	-	14	58	57	23	5	77
164	Director of Strategic Planning 品牌策劃總監	-	-	-	25	4	2	5	9
165	Executive Creative Director 執行創作總監	-	-	1	7	28	5	7	34
166	Creative Director 創作總監	-	25	14	31	33	27	12	42
167	Creative Group Head 創作主任	-	-	-	2	7	6	-	18
168	Head of TV Production 電視廣告製作主任	-	-	1	-	1	2	1	3
169	Media Planning Director 媒介策劃總監	-	-	-	2	9	11	-	11
170	Media Buying Director 媒介採購總監	-	-	-	-	4	6	-	2
171	Media Group Head / Group Director / Associate Director 媒介組主任／客戶總監／副總監	-	-	-	9	4	3	-	14
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	-	2	-	-	-
186	Business Development Director 業務發展總監	-	-	-	-	-	3	-	-
<b>Sub-Total 小計</b>		-	50	76	208	196	123	102	331
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
261	Associate Account Director / Account Manager 副客戶總監／客戶經理	-	312	318	233	231	18	-	324
262	Art Director 美術總監	-	77	305	252	72	6	2	177
263	Studio Manager 正稿製作經理	-	-	4	13	-	-	-	10
264	Production Manager 製作經理	-	25	30	62	3	-	-	37
265	Traffic Manager 流程統籌經理	-	-	26	5	3	-	-	22
266	TV Producer 廣告製片	-	-	5	17	-	2	-	12

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
267	Media Planning Manager 媒介策劃經理	-	-	9	30	12	-	-	13
268	Media Buying Manager 媒介採購經理	-	-	-	23	14	-	-	4
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	-	4	12	7	-	-	9
270	Senior PR Consultant / PR Consultant 高級公關顧問／公關顧問	-	-	-	2	-	-	-	2
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	3	16	12	-	1	-	17
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	-	2	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>417</b>	<b>717</b>	<b>663</b>	<b>342</b>	<b>27</b>	<b>2</b>	<b>627</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	9	-	-	-	-	-
361	Account Executive 客戶主任	200	599	888	447	27	-	-	580
362	Visualiser 草稿製作員	50	28	179	24	-	-	-	71
363	Graphic Artist 正稿製作員	427	1 079	962	166	37	-	-	551
364	Copy Writer 撰稿員	51	47	66	29	-	-	-	112
365	Media Planner / Executive 媒介策劃員／媒介主任	-	10	109	81	25	-	-	51
366	Media Buyer 媒介採購員	-	13	53	-	-	-	-	55
367	Traffic Co-ordinator 流程統籌	51	28	20	3	-	-	-	42
368	Production Assistant 製作助理	36	122	84	5	-	-	-	50
369	Research Assistant 市場調查助理	22	44	7	-	-	-	-	8
370	Photographer 廣告攝影師	77	8	32	1	-	-	-	11
371	Online Editor 網絡編輯	-	2	79	3	-	-	-	39
382	Marketing Assistant / Executive 市場助理／主任	-	4	31	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>914</b>	<b>1 984</b>	<b>2 519</b>	<b>759</b>	<b>89</b>	<b>-</b>	<b>-</b>	<b>1 570</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
402	Typesetter 植字員	-	-	-	4	-	-	-	-
404	Proof-Reader 校對員	-	-	1	-	-	-	-	-
461	Designer 美術設計員	265	208	223	-	-	-	-	159

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL (Continued)</b> <b>輔助／技術人員級（續）</b>									
462	Web Designer 網頁製作員	35	43	49	2	25	-	-	43
463	Webmaster 網主	27	83	16	1	-	-	-	4
464	Technician 技術員	41	12	18	-	-	-	-	22
465	Promoter 推廣員	28	-	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>396</b>	<b>346</b>	<b>307</b>	<b>7</b>	<b>25</b>	<b>-</b>	<b>-</b>	<b>228</b>
<b>GRAND TOTAL 總計</b>		<b>1 310</b>	<b>2 797</b>	<b>3 619</b>	<b>1 637</b>	<b>652</b>	<b>150</b>	<b>104</b>	<b>2 756</b>

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。

**Table 8.9 Average Monthly Income Range of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title**  
**表 8.9 公司或機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員平均每月收入幅度**

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務總經理／總監／主管	-	-	-	15	17	20	44	57
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告／市場傳訊總經理／總監／主管	-	-	-	-	13	-	17	11
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣總經理／總監／主管	-	-	-	7	6	15	-	40
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	-	7	6	15	82	-	101
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	-	-	-	33	20	-	36
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	-	66	22	25	-	65
147	Community Relations Manager 社區關係經理	-	-	-	10	-	-	-	5
148	Market Research Manager 市場調查經理	-	-	-	-	5	-	-	12
149	Publication Manager 出版經理	-	-	-	5	5	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	-	-	-	-	-	-	5
<b>Sub-Total 小計</b>		-	-	7	109	116	162	61	332
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務助理經理／主任	-	-	113	26	134	-	-	136
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	-	-	54	80	25	20	-	75
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣助理經理／主任	-	-	55	34	55	-	-	79
244	Assistant Manager for Publication 助理出版經理	-	-	-	5	5	-	-	25
245	Chief Editor / Editor 總編輯／編輯	-	-	1	1	30	-	-	30

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
246	TV Producer 廣告製片	-	-	-	30	-	-	-	-
262	Art Director 美術總監	-	-	-	-	-	-	-	6
263	Studio Manager 正稿製作經理	-	-	-	-	-	-	-	6
<b>Sub-Total 小計</b>		-	-	223	176	249	20	-	357
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務主任／助理	6	58	273	170	25	-	-	253
342	Officer / Assistant for Advertising / Marketing Communications 廣告／市場傳訊主任／助理	10	99	174	45	-	-	-	184
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣主任／助理	54	31	145	190	21	-	-	149
344	Officer/Assistant for Community Relations 社區關係主任／助理	-	-	-	-	-	-	-	42
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	-	75	-	-	-	-
346	Writer / Translator 撰稿／翻譯員	-	15	1	5	45	-	-	20
347	Officer / Assistant for Publication 出版主任／助理	-	-	31	14	-	-	-	15
348	Graphic Designer 廣告設計員	-	20	107	-	59	-	-	33
349	Photographer 攝影師	-	10	10	10	-	-	-	28
<b>Sub-Total 小計</b>		70	233	741	509	150	-	-	724
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
442	Webpage Designer 網頁製作員	-	15	7	-	5	-	-	14
<b>Sub-Total 小計</b>		-	15	7	-	5	-	-	14
<b>Grand Total 總計</b>		70	248	978	794	520	182	61	1 427

\* Including jobs with different titles but with similar functions.  
包括職稱不同但工作類似的職位。

Note : Figures may not add up due to blow-up factors.  
註：數字因經統計處理可能有些微偏差。



**Percentage of Companies Having Provided Respective Items at their Websites by Branch**  
**於網站提供相關項目的公司所佔百分率**  
**(按門類劃分)**

Items Provided at the Company's Website 公司網站提供的項目	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台及電視台的新聞部	News Agencies 新聞通訊社	Digital / New Media 數碼／新媒體	Public Relations Services Suppliers 公共關係服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業傳訊／公共關係／廣告／市場部	All Branches 所有門類
	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部								
	% *	% *	% *	% *	% *	% *	% *	% *	% *
Audio Clips 音頻片段	35.7	22.7	69.2	-	38.9	76.9	25.8	48.3	32.7
Video Clips 視頻片段	35.7	50.0	69.2	-	41.7	80.8	49.5	66.7	52.3
Web Cast 網上廣播節目	-	-	76.9	-	25.0	-	8.1	16.7	10.3
Photo Slides 圖片專輯	57.1	75.8	76.9	75.0	77.8	76.9	78.3	90.0	78.6
Graphics 圖像	100.0	100.0	69.2	100.0	88.9	69.2	82.7	98.3	86.8

No. of companies giving the respective answers by branch  
各門類填覆公司數目

Note:  
註：  

$$\% * = \frac{\text{Total no. of companies having deployed / recruited local MC employees to work major for the website by branch}}{\text{各門類大眾傳播業僱員被派遣／招聘主要擔任網站工作的公司總數}} \times 100\%$$

**Table 10.1 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Job Level**

**表 10.1 填報需加強大眾傳播僱員技能／知識的公司所佔百分率（按技能等級劃分）**

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 督導／ 主任級 %*	Editorial/ Production/ Executorial 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／技術 人員級 %*
<b>Management Skills 管理技能</b>					
101	Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	46.2	23.0	14.0	0.6
102	Production management 製作管理	33.8	32.5	15.3	2.2
103	Marketing management 市場管理	54.8	37.4	9.8	5.4
104	Human resources management 人力資源管理	42.7	18.6	2.8	0.4
105	Financial management 財務管理	43.1	18.9	3.2	0.4
106	Strategic planning management 策略計劃管理	50.8	23.1	4.3	0.4
107	Crisis management 危機管理	47.4	16.4	4.3	0.4
108	Others 其他	-	-	-	-
<b>China-related Knowledge 有關中國的知識</b>					
201	Political system, social and economic development in the mainland of China 在中國大陸的政治制度、社會和經濟發展	49.5	25.8	17.2	8.3
202	Cross-cultural knowledge 跨文化的知識	41.1	26.0	21.9	15.3
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	40.7	15.9	15.8	6.9
204	Industry practices in the mainland of China 在中國大陸的行業常規	46.5	26.9	23.5	8.7
205	Others 其他	-	-	-	-

\* As a percentage of number of responding cases by job level.

\* 佔填覆公司百分率（按技能等級劃分）。

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 督導／ 主任級 %*	Editorial/ Production/ Executional 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／技術 人員級 %*
<b>Language Skills 語文技能</b>					
301	Spoken English 英語會話	49.0	43.5	40.7	36.3
302	Putonghua 普通話	57.8	55.4	44.4	46.6
303	Written English 英文書寫能力	47.5	46.1	32.5	22.2
304	Written Chinese 中文書寫能力	41.9	34.0	26.9	14.1
305	Translation 翻譯	13.1	17.0	10.9	6.2
306	Others (including Japanese) 其他（包括日語）	-	0.2	0.1	-
<b>Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）</b>					
401	Innovative media technology products 創新傳媒科技產品	18.2	8.5	6.9	8.1
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新傳媒科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸等）	13.7	8.1	9.5	5.8
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖象處理、中文輸入 法等）	14.2	7.7	8.5	11.9
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	7.1	6.3	3.9	4.0
405	Others 其他	-	-	-	-
<b>Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）</b>					
501	Web site design and supporting skills 網站設計及支援技巧	33.9	26.8	37.1	29.2
502	Market research applications 市場調查的應用	34.9	20.5	16.1	0.6
503	Consumer database management 客戶資料庫管理	30.1	20.2	15.6	12.1
504	Innovative media research and applications 創新媒體的研究及應用	38.6	23.8	29.3	15.9
505	Multimedia knowledge and applications 多媒體的知識及應用	36.6	28.3	43.0	29.8
506	Others (including programming) 其他（包括程式編製）	-	-	-	5.0

\* As a percentage of number of responding cases by job level.

\* 佔填覆公司百分率（按技能等級劃分）。

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級  %*	Supervisory 督導／ 主任級  %*	Editorial/ Production/ Executional 編採／製作／ 執行人員級  %*	Supporting/ Technical 輔助／技術 人員級  %*
<b>Industry Specific Skills (Journalism Sector)</b> 業內專業技能（新聞業）					
601	Reporting and editing skills 編採技巧	13.7	4.4	3.1	1.4
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	11.4	2.8	2.4	0.8
603	Media law and ethics 傳媒法規與操守	13.1	4.1	2.6	1.8
604	Intellectual property and copyright law 知識產權及版權法	18.2	5.5	2.8	2.2
605	Strategic news planning 新聞規劃	10.8	2.7	2.5	0.6
606	Integration of the Internet with journalism 互聯網與新聞的結合	13.7	4.6	3.1	1.4
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	13.6	4.4	2.3	0.6
608	Audience research 受眾調查	11.4	2.9	0.6	0.4
609	Multi-tasking skills 一身多職的能力	14.7	5.9	6.1	4.8
610	Others 其他	-	-	-	-
<b>Industry Specific Skills (Advertising and Public Relations Sector)</b> 業內專業技能（廣告與公共關係業）					
701	Account and strategic planning 客戶與策略的規劃	45.9	29.9	17.2	7.9
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	50.0	29.4	17.8	6.6
703	Media planning and market research 傳媒規劃及市場研究	34.4	22.4	11.0	6.9
704	Creativity and cultural insights 創意性及文化的瞭解	42.1	37.3	26.9	16.7
705	PR consultation skills/presentation skills 公關的諮詢技巧	48.2	33.3	20.6	11.3
706	Project management 項目管理	41.2	25.4	14.3	4.6
707	Others (including advertising graphic design, windows-display design, application of designing software (e.g. Photoshop), knowledge of printing and publishing, and high definition photography) 其他（包括廣告平面設計，視窗顯示設計， 設計軟件應用（例如：Photoshop），印刷 及出版知識，及高清攝影）	-	-	4.1	2.2

\* As a percentage of number of responding cases by job level.

\* 佔填覆公司百分率（按技能等級劃分）。

**Table 10.2 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Branch**  
**表 10.2 填報需加強大眾傳播僱員技能／知識的公司所佔百分率**  
**(按門類劃分)**

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／ 電視台的 新聞部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業 傳訊／公共關係／ 廣告／市場部
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		% *	% *	% *	% *	% *	% *	% *	% *
Management Skills 管理技能									
101	Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	14.3	24.0	27.3	27.3	20.0	20.9	17.4	59.3
102	Production management 製作管理	21.4	26.4	59.1	27.3	50.0	17.7	27.8	38.9
103	Marketing management 市場管理	21.4	44.0	40.9	18.2	70.0	25.3	26.3	45.8
104	Human resources management 人力資源管理	21.4	18.4	27.3	27.3	40.0	21.5	14.1	37.8
105	Financial management 財務管理	21.4	9.6	50.0	18.2	45.0	23.4	15.7	40.4
106	Strategic planning management 策略計劃管理	21.4	24.0	45.5	27.3	30.0	22.8	15.5	47.3
107	Crisis management 危機管理	14.3	14.4	36.4	9.1	50.0	24.7	10.0	41.5
108	Others 其他	-	-	-	-	-	-	-	-

\* As a percentage of number of responding cases by branch.

\* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／ 電視台的 新聞部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業 傳訊／公共關係／ 廣告／市場部
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		% *	% *	% *	% *	% *			
China-related Knowledge 有關中國的知識									
201	Political system, social and economic development in the mainland of China 在中國大陸的政治制度、社會和經濟發展	21.4	36.0	36.4	18.2	45.0	27.8	19.3	51.6
202	Cross-cultural knowledge 跨文化的知識	14.3	32.0	40.9	18.2	45.0	27.2	23.7	42.2
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	14.3	29.6	31.8	27.3	45.0	23.4	21.4	21.5
204	Industry practices in the mainland of China 在中國大陸的行業常規	14.3	24.8	31.8	27.3	55.0	27.2	27.8	45.5
205	Others 其他	-	-	-	-	-	-	-	-
Language Skills 語文技能									
301	Spoken English 英語會話	35.7	20.0	59.1	45.5	20.0	38.6	39.6	72.7
302	Putonghua 普通話	42.9	34.4	72.7	54.5	50.0	59.5	45.5	72.7
303	Written English 英文書寫能力	14.3	23.2	31.8	54.5	20.0	37.3	31.7	70.9
304	Written Chinese 中文書寫能力	14.3	31.2	27.3	45.5	20.0	37.3	20.1	64.7
305	Translation 翻譯	14.3	23.2	22.7	27.3	10.0	29.1	5.8	46.9
306	Others 其他	-	1.6	-	-	-	-	-	-

\* As a percentage of number of responding cases by branch.

\* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／ 電視台的 新聞部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業 傳訊／公共關係／ 廣告／市場部
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		% *	% *	% *	% *	% *			
Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）									
401	Innovative media technology products 創新傳媒科技產品	35.7	46.4	40.9	54.5	30.0	8.2	3.3	21.1
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新傳媒科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸等）	35.7	35.2	68.2	45.5	35.0	8.2	3.2	21.1
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖象處理、 中文輸入法等）	14.3	28.8	59.1	54.5	40.0	12.0	4.3	21.5
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	7.1	19.2	54.5	54.5	30.0	8.9	0.7	11.3
405	Others 其他	-	-	-	-	-	-	-	-
Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）									
501	Web site design and supporting skills 網站設計及支援技巧	-	16.0	13.6	9.1	50.0	21.5	37.8	48.7
502	Market research applications 市場調查的應用	-	11.2	9.1	-	35.0	15.8	16.0	37.1
503	Consumer database management 客戶資料庫管理	-	10.4	9.1	-	20.0	21.5	17.6	47.3
504	Innovative media research and applications 創新媒體的研究及應用	-	14.4	9.1	9.1	20.0	13.9	29.1	44.7
505	Multimedia knowledge and applications 多媒體的知識及應用	-	16.0	9.1	9.1	20.0	31.0	46.1	42.2
506	Others 其他	-	-	-	-	-	-	1.3	-

- \* As a percentage of number of responding cases by branch.  
 \* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／ 電視台的 新聞部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業 傳訊／公共關係／ 廣告／市場部
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		% *	% *	% *	% *	% *			
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）									
601	Reporting and editing skills 編採技巧	35.7	19.2	50.0	18.2	25.0	7.0	2.8	9.1
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	35.7	13.6	9.1	9.1	25.0	5.1	2.7	9.5
603	Media law and ethics 傳媒法規與操守	14.3	13.6	54.5	18.2	30.0	5.7	2.7	5.8
604	Intellectual property and copyright law 知識產權及版權法	7.1	15.2	31.8	9.1	35.0	5.1	2.8	14.2
605	Strategic news planning 新聞規劃	7.1	19.2	22.7	18.2	20.0	5.7	2.7	5.5
606	Integration of the Internet with journalism 互聯網與新聞的結合	7.1	19.2	36.4	18.2	35.0	5.7	2.7	16.4
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	7.1	13.6	40.9	9.1	20.0	6.3	2.7	7.6
608	Audience research 受眾調查	7.1	7.2	18.2	18.2	30.0	2.5	2.6	5.8
609	Multi-tasking skills 一身多職的能力	21.4	16.8	22.7	27.3	25.0	7.0	2.8	16.0
610	Others 其他	-	-	-	-	-	-	-	-
Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）									
701	Account and strategic planning 客戶與策略的規劃	-	9.6	9.1	-	10.0	33.5	21.8	45.8
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	-	11.2	9.1	-	15.0	28.5	24.6	49.1

\* As a percentage of number of responding cases by branch.  
 \* 佔填覆公司百分率（按門類劃分）。



Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／ 電視台的 新聞部	News Agencies 新聞 通訊社	Digital / New Media 數碼／ 新媒體	Public Relations Services Suppliers 公共關係 服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業 傳訊／公共關係／ 廣告／市場部
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		% *	% *	% *	% *	% *			
Industry Specific Skills (Advertising and Public Relations Sector) (Continued) 業內專業技能（廣告與公共關係業）（續）									
703	Media planning and market research 傳媒規劃及市場研究	-	9.6	13.6	-	15.0	24.7	11.1	49.1
704	Creativity and cultural insights 創意性及文化的瞭解	-	9.6	18.2	9.1	10.0	25.3	36.0	45.1
705	PR consultation/presentation skills 公關的諮詢／表達技巧	-	12.0	18.2	-	15.0	38.0	20.8	66.5
706	Project management 項目管理	-	9.6	13.6	-	10.0	25.9	16.2	54.5
707	Others 其他	-	-	-	-	-	-	4.8	-

- \* As a percentage of number of responding cases by branch.  
 \* 佔填覆公司百分率（按門類劃分）。

**Table 11.1 Number of MC Employees (in terms of Man-Times) in respect of Manpower Training to be Sponsored by Employers in the Next 12 Months by Branch by Job Level by Type of Skills/Knowledge (Journalism Sector)**

**表 11.1 未來 12 個月僱主資助大眾傳播僱員進修人數(以人次計)  
(按門類／技能等級及技能／知識的類別劃分)  
(新聞業)**

Type of Skills and/or Knowledge 技能/知識的類別 Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新傳媒科技 (新聞業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技 (廣告與公共關係業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Others 其他	Overall 整體
<b>Newspapers 報紙業</b>									
Managerial 經理級	4	-	1	-	-	-	-	-	5
Supervisory 督導級	3	-	-	-	-	-	-	-	3
Editorial/Production 編採／製作人員級	5	-	-	-	-	-	-	-	5
Supporting/Technical 輔助／技術人員級	-	-	-	-	-	-	-	-	-
<b>Sub-total 小計</b>	<b>12</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>13</b>
<b>Magazines 雜誌業</b>									
Managerial 經理級	-	7	-	2	2	2	-	-	13
Supervisory 督導級	5	5	-	20	-	2	-	-	32
Editorial/Production 編採／製作人員級	20	5	-	38	17	11	5	-	96
Supporting/Technical 輔助／技術人員級	-	-	-	14	6	-	-	-	20
<b>Sub-total 小計</b>	<b>25</b>	<b>17</b>	<b>-</b>	<b>74</b>	<b>25</b>	<b>15</b>	<b>5</b>	<b>-</b>	<b>161</b>
<b>News Department in Radio / TV Stations 電台／電視台的新聞部</b>									
Managerial 經理級	4	-	-	-	-	-	-	-	4
Supervisory 督導級	9	6	-	4	4	-	-	-	23
Editorial/Production 編採／製作人員級	8	20	-	6	6	3	-	-	43
Supporting/Technical 輔助／技術人員級	-	2	-	-	-	-	-	-	2
<b>Sub-total 小計</b>	<b>21</b>	<b>28</b>	<b>-</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>72</b>

Type of Skills and/or Knowledge 技能/知識的類別 Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新傳媒科技 (新聞業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技 (廣告與公共關係業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Others 其他	Overall 整體
<b>News Agencies 新聞通訊社</b>									
Managerial 經理級	-	-	-	-	-	-	-	-	-
Supervisory 督導級	-	-	-	-	-	5	-	-	5
Editorial/Production 編採／製作人員級	-	-	1	2	-	5	-	-	8
Supporting/Technical 輔助／技術人員級	-	-	-	-	-	-	-	-	-
<b>Sub-total 小計</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>13</b>
<b>Digital / New Media 數碼／新媒體</b>									
Managerial 經理級	3	-	-	-	3	-	-	-	6
Supervisory 督導級	-	-	-	-	3	-	1	-	4
Editorial/Production 編採／製作人員級	1	-	-	3	-	3	1	-	8
Supporting/Technical 輔助／技術人員級	-	-	-	-	-	-	-	-	-
<b>Sub-total 小計</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>18</b>
<b>Total (Journalism) 總數 (新聞業)</b>	<b>62</b>	<b>45</b>	<b>2</b>	<b>89</b>	<b>41</b>	<b>31</b>	<b>7</b>	<b>-</b>	<b>277</b>

Notes: (1) The number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.

註：未來 12 個月，於傳媒機構內廣告／公共關係／市場部受資助僱員進修人數(以人次計)分布於新聞業各門類中。

(2) Figures may not add up to their totals due to rounding.  
因四捨五入關係，各項數字相加或與總計數字略有出入。

**Table 11.2 Number of MC Employees (in terms of Man-Times) in respect of Manpower Training to be Sponsored by Employers in the Next 12 Months by Branch by Job Level by Type of Skills/Knowledge (Advertising and Public Relations Sector)**

**表 11.2 未來 12 個月僱主資助大眾傳播僱員進修人數 (以人次計) (按門類/技能等級及技能/知識的類別劃分) (廣告與公共關係業)**

Type of Skills and/or Knowledge 技能/知識的類別	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新傳媒科技 (新聞業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技 (廣告與公共關係業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Others*	Overall 整體
Job Level 技能等級									
<b>Public Relations Services Suppliers 公共關係服務供應商</b>									
Managerial 經理級	22	8	6	8	8	8	16	-	76
Supervisory 主任級	15	15	7	11	26	12	27	-	113
Executorial 執行級	7	-	3	19	19	20	47	-	115
Supporting/Technical 輔助/技術人員級	-	-	-	-	-	-	-	-	-
<b>Sub-total 小計</b>	<b>44</b>	<b>23</b>	<b>16</b>	<b>38</b>	<b>53</b>	<b>40</b>	<b>90</b>	<b>-</b>	<b>304</b>
<b>Advertising Companies, Agencies &amp; Other Advertising Services 廣告業機構</b>									
Managerial 經理級	107	55	29	-	39	-	67	-	297
Supervisory 主任級	118	60	39	-	60	-	147	-	424
Executorial 執行級	25	100	139	-	318	-	412	25	1 019
Supporting/Technical 輔助/技術人員級	25	-	29	-	3	-	116	-	173
<b>Sub-total 小計</b>	<b>275</b>	<b>215</b>	<b>236</b>	<b>-</b>	<b>420</b>	<b>-</b>	<b>742</b>	<b>25</b>	<b>1 913</b>
<b>Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業傳訊/公共關係/廣告/市場部</b>									
Managerial 經理級	175	74	99	-	76	13	82	-	519
Supervisory 主任級	99	94	214	41	255	13	242	-	958
Executorial 執行級	50	43	172	30	177	13	194	-	679
Supporting/Technical 輔助/技術人員級	-	1	1	-	-	-	-	-	2
<b>Sub-total 小計</b>	<b>324</b>	<b>212</b>	<b>486</b>	<b>71</b>	<b>508</b>	<b>39</b>	<b>518</b>	<b>-</b>	<b>2 158</b>
<b>Total (Advertising and PR) 總數 (廣告與公共關係業)</b>	<b>643</b>	<b>450</b>	<b>738</b>	<b>109</b>	<b>981</b>	<b>79</b>	<b>1 350</b>	<b>25</b>	<b>4 375</b>

\* Others (including Windows-display design).  
其他 (包括視窗顯示設計)。

- Notes: (1) The number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.  
註：未來 12 個月，於傳媒機構內廣告/公共關係/市場部受資助僱員進修人數(以人次計)分布於新聞業各門類中。
- (2) Figures may not add up to their totals due to rounding.  
因四捨五入關係，各項數字相加或與總計數字略有出入。

**Number of Local MC Employees Deployed/Recruited to Work  
in the Mainland by Branch by Job Level**

**派遣／招聘在內地工作的本港大眾傳播僱員人數  
(按門類及技能等級劃分)**

Job Level 技能等級  Branch 門類		Managerial 經理級	Supervisory 督導級	Editorial / Production / Executorial 編採／製作／ 執行人員級	Supporting / Technical 輔助／ 技術人員級	Overall 整體
Newspapers 報紙業	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內 廣告／公共關係 ／市場部	-	-	-	-	-
Magazines 雜誌業		2	18	9	2	31
News Department in Radio / TV Stations 電台及電視台 的新聞部		2	4	17	2	25
News Agencies 新聞通訊社		-	-	-	-	-
Digital / New Media 數碼／新媒體		2	10	5	3	20
Public Relations Services Suppliers 公共關係服務供應商		2	-	-	-	2
Advertising Companies, Agencies and Other Advertising Services 傳媒機構內的廣告／公共關係／ 市場部		5	14	75	100	194
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司或機構內企業傳訊／公共關係／ 廣告／市場部		5	16	-	-	21
Total 總數		18	62	106	107	293

Note: Figures may not add up to their totals due to rounding.

註：因四捨五入關係，各項數字相加或與總計數字有出入。

## **Manpower Projection of the Advertising and Public Relations Sector for 2010/14 Using the Labour Market Analysis Approach**

### **Methodology**

The Labour Market Analysis (LMA) approach first examines a group of key statistical data collected by a reliable and independent authority that reflect important changes in the local economy, demography and labour market. It then selects some of the data as independent variables and builds a statistical model that can be used to project manpower demand in the economic sector under study. In other words, the model makes use of some relevant and reliable economic indicators to project manpower demand in the short and medium term.

2. Statistical modelling (SM) has been successfully applied to the advertising and public relations sector since 2003. The building of this statistical model comprises two main steps. The first step is called ‘Diagnostic’ because during this step two sets of statistical data are tested to select determinants. Set I comprises 9 core statistics in National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong. These statistics provide information about our key economic activities. Set II comprises 42 economic indicators with more disaggregate information about the economy. Such information includes consumption, investment, trade, tourism, property and related activities, and information about the labour market, etc. From these two sets, some determinants can be found. To minimize Types I & II errors, these determinants are statistically tested for multi-collinearity before they are grouped into principal components (PCs). The second step of statistical modelling is called ‘Prognostic’ because during this step these PCs are used to build and maintain the statistical models for manpower projection.

### **Manpower Projection for the Advertising and Public Relations Sector**

3. At the ‘Diagnostic’ step, Principal Component Analysis (PCA) has been used to select determinants from the two sets of economic indicators. In the advertising and public relations sector, 9 determinants have been found from the 51 economic indicators. The manpower requirements in the advertising and public relations sector can be thus explained by the following groups of determinants, called Principal Components (PCs):

- (i) Composite Consumer Price Index [CCPI];
- (ii) Electricity Consumption [EC];
- (iii) Exports of Services in Volume Index [XSER];
- (iv) Hong Kong Best Lending Rate [R];
- (v) No. of Visitors Arrival [VA];
- (vi) Property Price Index (Private Domestic Only) [PPI];
- (vii) Restaurant Receipts in Value Index [RESVA];
- (viii) Retail Sales in Value Index [RSVA]; and
- (ix) Total Loans and Advances (HK\$ Millions) [LA].

4. A statistical model has been developed by using PCA to select determinants. The PCs comprise the five determinants of EC, XSER, RESVA, VA and CCPI. From the recursive tests, it can be shown that these PCs can explain most of the variability of the variance (total information) in the past years in the manpower requirements; therefore, they can be safely used to forecast the manpower requirements in the near future. At the 'Prognostic' step, Principal Component Regression (PCR) technique is then applied for the statistical model. The model indicates that there is a strong positive correlation between manpower and the PCs. The Adjusted R-square worked out to be 0.99, indicating that 99% of the variation of the manpower requirements can be explained by the PCs at 95% confidence level.

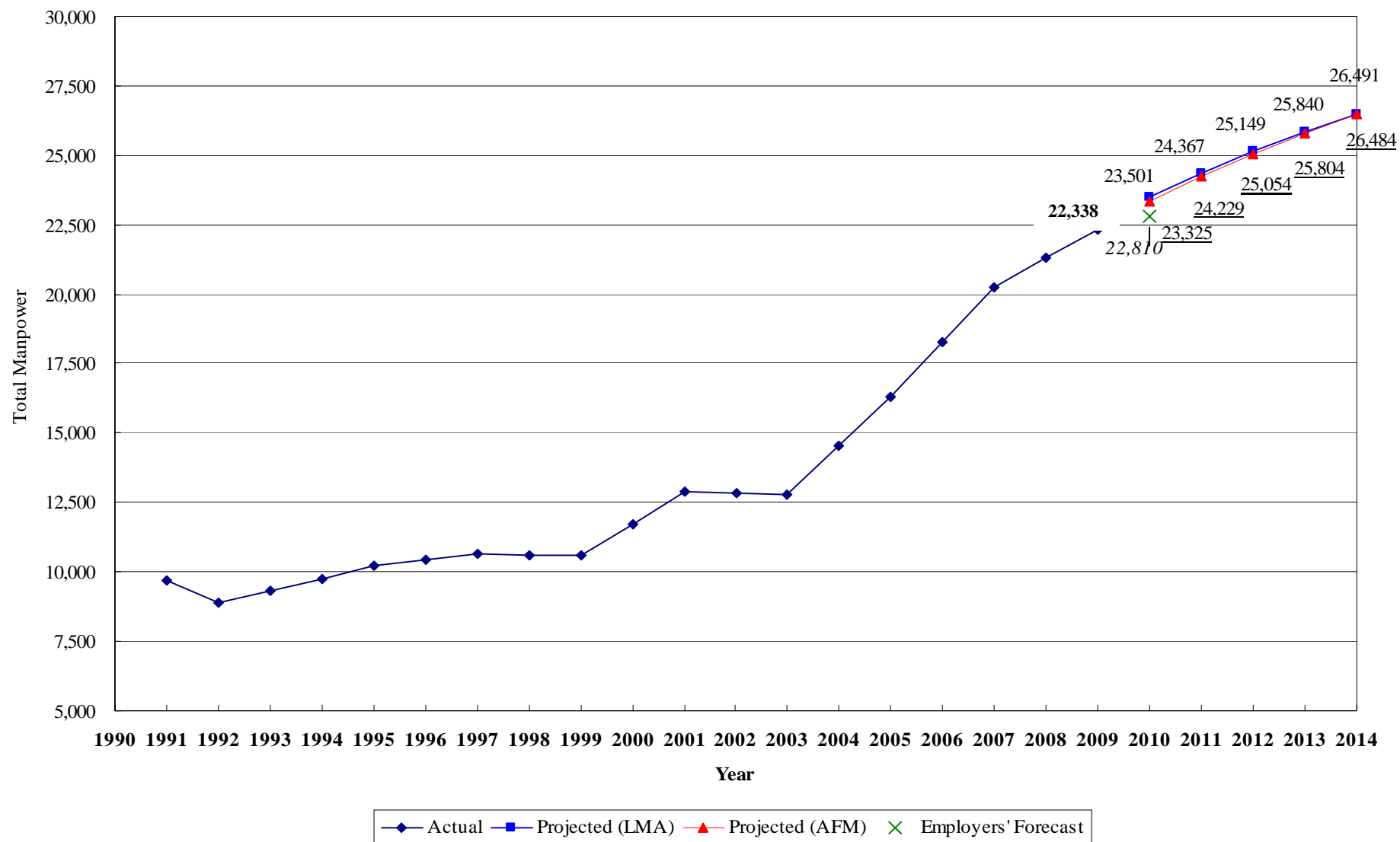
5. The manpower demand for the advertising and public relations sector in 2010-2014 is projected using three methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF) as shown in Table 1 and Figure 1.

Table 1 Summary for Manpower Projections by Different Methods

Year	Actual Manpower	Projected Manpower (LMA)	Projected Manpower (AFM)	Employer's Forecast (EF)
2009 <sup>(1)</sup>	22,338			
2010F <sup>(2)</sup>		23,501 (5.2%) *	23,325 (4.4%) *	22,810 (2.1%) *
2011F <sup>(2)</sup>		24,367 (3.7%) **	24,229 (3.9%) **	
2012F <sup>(2)</sup>		25,149 (3.2%) **	25,054 (3.4%) **	
2013F <sup>(2)</sup>		25,840 (2.7%) **	25,804 (3.0%) **	
2014F <sup>(2)</sup>		26,491 (2.5%) **	26,484 (2.6%) **	
*	As percentage change vs actual manpower in 2009 <sup>(1)</sup>			
**	As percentage change vs projected manpower in previous year			
LMA:	Labour Market Analysis			
AFM:	Adaptive Filtering Method			

Notes: (1) Actual survey data in January and February of the subsequent year.  
(2) Projected data in January and February of the subsequent year.

Figure 1 Manpower Projections by Different Methods for the Advertising and Public Relations Sector





## 廣告與公共關係業 2010 至 14 年的 人力預測數字（採用人力市場分析方法）

### 「人力市場分析方法」

1. 使用「人力市場分析方法」（Labour Market Analysis Approach，簡稱 LMA）作人力需求預測，程序是這樣的：採用由一可靠獨立機構收集的一系列反映本地經濟、人口分布和人力市場狀況的主要統計數據，仔細分析，然後在當中選出部分作為獨立變數，以之建立一個統計模型，用作預測某個經濟範疇的人力需求。換言之，統計模型是以可靠的相關經濟指標為基礎，推算有關經濟範疇的短期及中期人力需求。

2. 本會自 2003 年開始透過建立統計模型來推算廣告與公共關係業的人力需求，結果證明是可行的。建立這類模型，主要牽涉兩個階段：第一個階段是「診斷」，意即測試兩組統計數據，以得出數個決定因子。第一組數據包括國民帳戶中的 9 個核心數據，例如本地生產總值及其組成數據。憑這些數據，我們可以知道主要經濟活動的情況。第二組數據包含 42 個經濟指標，由此我們可以得到較廣泛的經濟信息，包括消費、投資、貿易、旅遊、房地產及相關活動，以及人力市場等。上述的決定因子就是由這兩組數據分析出來的。這些決定因子會經過統計測試，找出它們的多共線性，然後才會分成不同的主要因素，以減少第一、二類誤差。第二個階段是「預斷」，意即用上述的主要因素建立和維持統計模型，以作人力需求預測。

### 廣告與公共關係業人力需求預測

3. 在「診斷」階段使用「主要因素分析法」（Principal Component Analysis，簡稱 PCA）從兩組經濟指標中選取決定因子已經證實是可行的。在廣告與公共關係業的 51 個經濟指標中，有 9 個被選作決定因子。從以下 9 組決定因子（又稱「主要因素」，Principal Components，簡稱 PCs），我們可以解釋廣告與公共關係業的人力需求：

- (i) 綜合消費物價指數；
- (ii) 電力消耗量；
- (iii) 服務出口物量指數；
- (iv) 香港最優惠貸款利率；
- (v) 訪港旅客人數；
- (vi) 物業價格指數（以私人住宅為限）；
- (vii) 食肆收益價值指數；
- (viii) 零售價值指數；及
- (ix) 總借貸及預支款額（以百萬港元計）。

4. 本會透過使用「主要因素分析法」，選出決定因子來建立一個統計模型。這 5 個決定因子，包括電力消耗量、服務出口物量指數、食肆收益價值指數、訪港旅客人數、綜合消費物價指數。經過遞迴測試，我們發現這 5 個決定因子最能解釋過去多年來人力需求中的信息變化；故此，我們可以放心選用這 5 個決定因子，以找出未來的人力需求。在「預斷」階段，我們把主要因素迴歸法（PCR）應用在統計模型上。從模型看到，人力需求和主要因素之間有很強的相互關係，經調整的 R-正方的值是 0.99，即是 99% 的人力需求變化可以由主要因素解釋，置信程度達 95%。

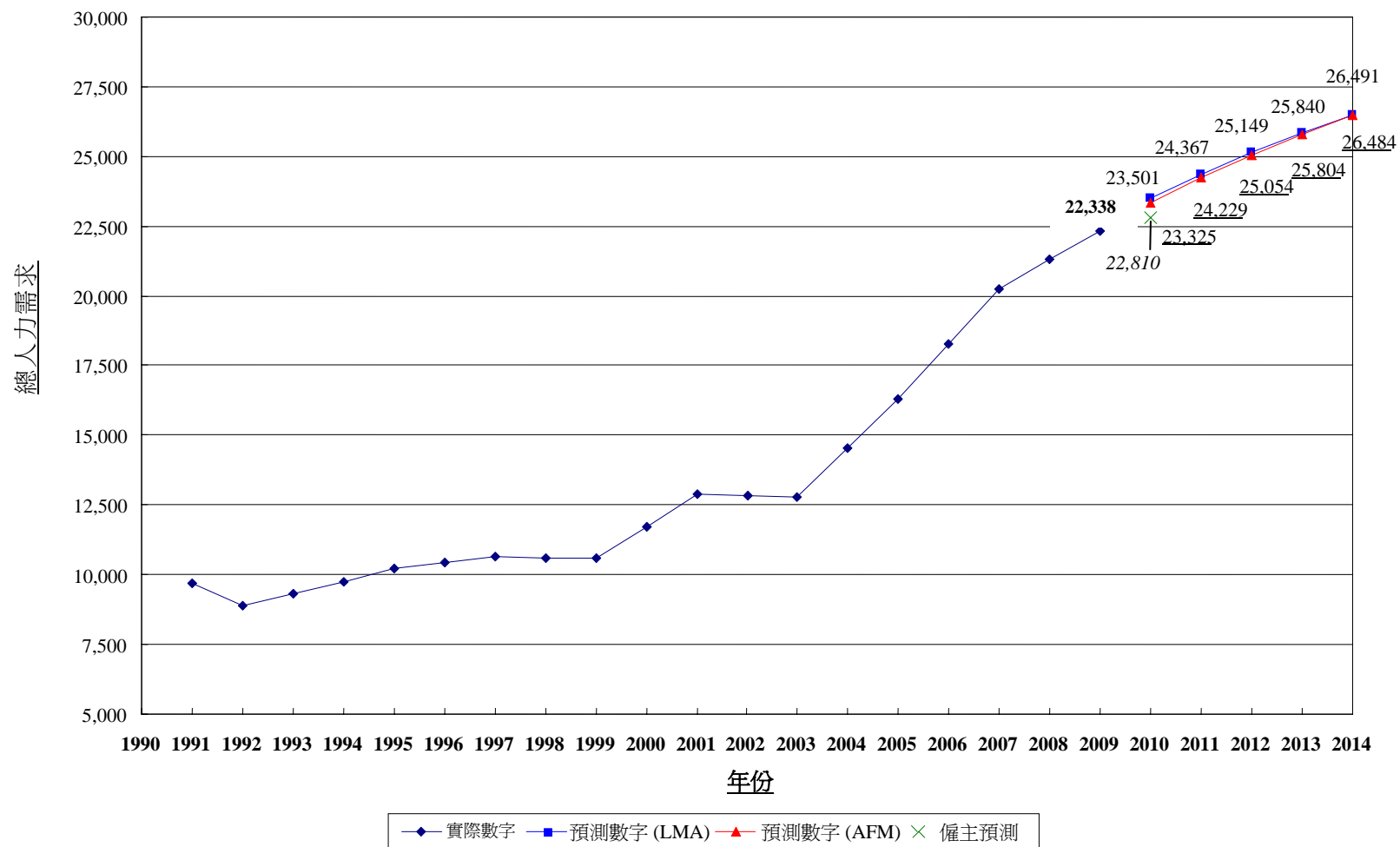
5. 除了使用「人力市場分析方法」外，本會亦採用「調節過濾法」和「僱主預測的人力需求」，以推算廣告與公共關係業 2010 至 2014 年的人力需求，詳情見下列表 1 及圖 1。

表 1 不同方法得出的人力需求預測

年份	實際數字	統計模型 (LMA)	調節過濾法 (AFM)	僱主預測 (EF)
2009 <sup>(1)</sup>	22,338			
2010F <sup>(2)</sup>		23,501 (5.2%) *	23,325 (4.4%) *	22,810 (2.1%) *
2011F <sup>(2)</sup>		24,367 (3.7%) **	24,229 (3.9%) **	
2012F <sup>(2)</sup>		25,149 (3.2%) **	25,054 (3.4%) **	
2013F <sup>(2)</sup>		25,840 (2.7%) **	25,804 (3.0%) **	
2014F <sup>(2)</sup>		26,491 (2.5%) **	26,484 (2.6%) **	
*	相對於 2009 年 <sup>(1)</sup> 實際人力需求的百分率增減。			
**	相對於前一年預測人力需求的百分率增減。			
LMA:	人力市場分析方法			
AFM:	調節過濾法			

註： (1) 翌年 1 月及 2 月時的實際調查數據。  
(2) 翌年 1 月及 2 月時的推算數據。

圖 1 藉不同方法得出的預測人力需求（廣告與公共關係業）



**Planned Output of Graduates from UGC/Government-Funded Mass Communication Programmes**  
**獲大學教育資助委員會／政府資助開辦的大眾傳播課程的預計畢業人數**

Institute	院校	2010				2011				2012				2013				2014			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
<b>The University of Hong Kong</b>	<b>香港大學</b>																				
Bachelor of Journalism	新聞學學士	-	-	29	-	-	-	29	-	-	-	29	-	-	-	29	-	-	-	29	-
MPhil/PhD in Journalism	新聞學哲學碩士／博士	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	2
<b>The Chinese University of Hong Kong</b>	<b>香港中文大學</b>																				
BSSc in Journalism & Communication	傳理學社會科學學士-新聞及廣播	-	-	80	-	-	-	80	-	-	-	80	-	-	-	80	-	-	-	80	-
MPhil/PhD in Communication	傳播學哲學碩士／博士	-	-	-	12	-	-	-	12	-	-	-	11	-	-	-	11	-	-	-	11
<b>Hong Kong Baptist University</b>	<b>香港浸會大學</b>																				
BSSc (Hons) in Communication (Digital Graphic Communication/ Organizational Communication/ Public Relations & Advertising/ Broadcast Journalism/Chinese Journalism/International Journalism/Cinema and Television)	傳理學 (數碼圖像傳播／組織傳播／公關及廣告／廣播新聞／中文新聞／國際新聞／電影電視)社會科學(榮譽)學士	-	-	186	-	-	-	183	-	-	-	177	-	-	-	166	-	-	-	166	-
MPhil/PhD in Communication	傳理學哲學碩士／博士	-	-	-	8	-	-	-	11	-	-	-	10	-	-	-	11	-	-	-	12
<b>City University of Hong Kong</b>	<b>香港城市大學</b>																				
BA (Hons) in Media and Communication/English for Professional Communication (MC Stream)	媒體與傳播／專業英語傳意(榮譽)文學士	-	-	60	-	-	-	62	-	-	-	71	-	-	-	71	-	-	-	71	-

Institute 院校	2010				2011				2012				2013				2014			
	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
<b>Hong Kong Institute of Vocational Education</b> 香港專業教育學院 HD in Advertising, Packaging and Branding/Advertising and Promotions Design/Advertising Design/Commercial Printing & Digital Media Publishing/Digital Music and Media/Exhibition Design (Interactive Media)/Multimedia Exhibition Design/Creative Media Design 廣告、包裝及品牌／廣告及推廣宣傳／廣告設計／商業印刷及數碼媒體出版／數碼音樂及媒體／展覽設計(互動媒體)／多媒體展覽設計／創意媒體設計高級文憑	278	-	-	-	256	-	-	-	193	-	-	-	208	-	-	-	182	-	-	-
<b>Total</b> 總數	278	-	355	22	256	-	354	25	193	-	357	23	208	-	346	24	182	-	346	25
<b>Year Total</b> 全年總數	655				635				573				578				553			

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**Planned Output of Graduates from Self-Financed Mass Communication Programmes**  
以自負盈虧方式開辦的大眾傳播課程的預計畢業人數

Institute	院校	2010				2011				2012				2013				2014			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
<b>The University of Hong Kong</b> MA/Postgraduate Diploma in Journalism	<b>香港大學</b> 新聞學碩士／深造文憑	-	-	-	55	-	-	-	47	-	-	-	57	-	-	-	67	-	-	-	67
<b>The Chinese University of Hong Kong</b> MA in Journalism/Global Communication MSSc in Advertising/Corporate Communication/MSc in New Media	<b>香港中文大學</b> 新聞學／全球傳播文學碩士 廣告／企業傳播社會科學碩士／新媒體科學碩士	-	-	-	315	-	-	-	305	-	-	-	305	-	-	-	310	-	-	-	265
<b>Hong Kong Baptist University</b> HD in Scripting Writing and Directing/Film Production Management/Production Techniques (Cinematography, Lighting and Art Direction)/Acting for Film and TV/Digital Media AD of Arts in Journalism BSS in Integrated Communication Management MA in Communication/ Social Sciences in Media Management/ Fine Arts in Film, TV and Digital Media/International Journalism/ Business & Financial Journalism	<b>香港浸會大學</b> 編劇及導演／電影製作管理／電影製作技巧(電影攝影、燈光及美術指導)／影視表演／數碼媒體高級文憑 新聞學副學士 社會科學綜合通訊管理學士 傳理學／傳媒管理社會科學／電影電視與數碼媒體藝術(製作)／國際新聞／商業及財經新聞社會科學碩士	-	-	-	-	-	-	-	-	29	-	-	-	155	-	-	-	155	-	-	-
		-	45	-	-	-	40	-	-	-	40	-	-	-	40	-	-	-	40	-	-
		-	-	-	-	-	-	114	-	-	-	90	-	-	-	90	-	-	-	90	-
		-	-	-	314	-	-	-	290	-	-	-	307	-	-	-	265	-	-	-	265

Institute	院校	2010				2011				2012				2013				2014			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
<b>City University of Hong Kong</b>	<b>香港城市大學</b>																				
BA (Hons) in Integrated Strategic Communication	整合策略傳播(榮譽)文學士	-	-	78	-	-	-	80	-	-	-	70	-	-	-	70	-	-	-	70	-
MA in Integrated Marketing Communication	整合營銷傳播文學碩士	-	-	-	53	-	-	-	65	-	-	-	70	-	-	-	70	-	-	-	70
MA in Communication and New Media	傳播與新媒體文學碩士	-	-	-	56	-	-	-	55	-	-	-	60	-	-	-	60	-	-	-	60
<b>Chu Hai College of Higher Education</b>	<b>珠海學院</b>																				
BA (Hons) in Journalism and Communication	新聞及傳播(榮譽)文學士	-	-	90	-	-	-	124	-	-	-	157	-	-	-	190	-	-	-	223	-
AD of General Studies (Media Studies Stream)	通識副學士(傳媒組)	-	17	-	-	-	20	-	-	-	5	-	-	-	-	-	-	-	-	-	-
<b>Hong Kong Shue Yan University</b>	<b>香港樹仁大學</b>																				
BA in Journalism and Mass Communication	新聞及大眾傳播文學士	-	-	156	-	-	-	160	-	-	-	160	-	-	-	180	-	-	-	180	-
<b>Hong Kong Institute of Vocational Education</b>	<b>香港專業教育學院</b>																				
HD in Advertising and Global Brand Management/Public Relations and Media Business/Digital Media Design/Marketing (Public Relations)/Advertising Design	廣告及國際品牌管理學／公關及媒體事業／數碼媒體設計／市場學(公關)／廣告設計高級文憑	241	-	-	-	240	-	-	-	346	-	-	-	289	-	-	-	277	-	-	-
<b>Total</b>	<b>總數</b>	<b>241</b>	<b>62</b>	<b>324</b>	<b>793</b>	<b>240</b>	<b>60</b>	<b>478</b>	<b>762</b>	<b>375</b>	<b>45</b>	<b>477</b>	<b>799</b>	<b>444</b>	<b>40</b>	<b>530</b>	<b>772</b>	<b>432</b>	<b>40</b>	<b>563</b>	<b>727</b>
<b>Year Total</b>	<b>全年總數</b>	<b>1 420</b>				<b>1 540</b>				<b>1 696</b>				<b>1 786</b>				<b>1 762</b>			

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**2010 Manpower Survey of the Mass Communication Industry**  
**Sampling Plan**  
**(Based on Q3/2009)**  
**大眾傳播業2010年人力調查**  
**抽樣細則**  
**(根據2009年第3季資料)**

Sector 行業	Branch 門類	Trade Code 行業編號 (HSIC v2.0)	Branch 門類	Employment Size 僱員 人數	Stratum Code 層級 編號	Size of Frame 機構 數目	Sampling Fraction 抽樣 比率	Sample Size 抽樣 數目	New Discovery 新發現 機構	
Journalism 新聞業	1	HSIC 581201	Newspaper 報紙	1-4	1	7	1.00	7	-	
				5-9	2	5	1.00	5	-	
				10-19	3	1	1.00	1	-	
				20-49	4	1	1.00	1	-	
				50-99	5	3	1.00	3	-	
				>=100	6	12	1.00	12	-	
				Supplementary*	-	9	1.00	9	-	
				補充*						
	Sub-total		38			38	-			
	小計									
	2	HSIC 581202	Magazine 雜誌	1-4	1	230	0.20	46	-	
				5-9	2	79	0.20	16	-	
				10-19	3	45	0.50	23	-	
				20-49	4	47	0.50	24	-	
				50-99	5	10	1.00	10	-	
				>=100	6	8	1.00	8	-	
				Supplementary*	-	22	1.00	22	-	
				補充*						
	Sub-total		441			149	-			
	小計									
	3	HSIC 601000, 602000	Radio/TV Station 電台／電視台	1-4	1	4	1.00	4	-	
				5-9	2	7	1.00	7	-	
				10-19	3	5	1.00	5	-	
				20-49	4	3	1.00	3	-	
				50-99	5	1	1.00	1	-	
				>=100	6	9	1.00	9	-	
				Supplementary*	-	6	1.00	6	-	
				補充*						
	Sub-total		35			35	-			
	小計									
	4	HSIC 639100	News Agency 新聞通訊社	1-4	1	15	1.00	15	-	
				5-9	2	7	1.00	7	-	
10-19				3	7	1.00	7	-		
20-49				4	3	1.00	3	-		
50-99				5	1	1.00	1	-		
>=100				6	-	-	-	-		
Supplementary*										
補充*										
Sub-total		33			33	-				
小計										
5	-	Digital/New Media 數碼／新媒體	Supplementary*	-	53	1.00	53	-		
補充*										
Advertising & Public Relations 廣告及公共 關係業	6	HSIC 702100	Public Relations Services Supplier 公共關係服務供應商	1-4	1	308	0.20	62	-	
				5-9	2	67	0.50	34	-	
				10-19	3	29	1.00	29	-	
				20-49	4	24	1.00	24	-	
				50-99	5	2	1.00	2	-	
				>=100	6	-	-	-	-	
				Supplementary*						
				補充*						
	Sub-total		430			151	-			
	小計									
	7	HSIC 741100, 741900, 751200	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	1-4	1	3 871	0.04	155	-	
				5-9	2	511	0.15	77	1	
				10-19	3	173	0.50	87	1	
				20-49	4	67	1.00	67	-	
				50-99	5	12	1.00	12	-	
				>=100	6	9	1.00	9	-	
				Supplementary*	-	38	1.00	38	-	
				補充*						
	Sub-total		4 681			445	2			
	小計									
8	HSIC > 090 but exclude 581201, 581202, 601000, 602000, 639100, 702100, 741100, 741900, 751200 & PE >= 300	Corporate Communication/ Public Relations/Advertising/ Marketing Department in Company/Institution 公司或機構內企業傳訊／ 公共關係／廣告／市場部	300-399	7	172	0.15	26	-		
			400-499	8	122	0.20	24	-		
			>=500	9	387	0.20	77	-		
			Supplementary*	-	19	1.00	19	-		
			補充*							
Sub-total		700			146	-				
小計										
Grand Total 總計						6 411		1 050		

Notes: i) \* Samples provided by the Vocational Training Council.  
註：抽樣由職業訓練局提供。  
ii) Data should be collected at company level for all branches.  
全部業務的資料以公司單位整理。